



SHOPTALKER

MARCH, 1964

FOR PARKER PEN PEOPLE



COVER STORY

● This is an artist's conception of how Parker's World's Fair Pavilion will appear at about 9 o'clock any night of the Fair.

The ground floor of the Pavilion houses the 1440 computer and the International Penfriend facilities. The second floor features a pair of hospitality lounges — two air conditioned rooms designed to offer special visitors a relaxing atmosphere away from the crowd of Fair-goers. From this elevated vantage point, Parker visitors will have an unobstructed view of the nightly display of spectacular pyrotechnics in the center of the Pool of Industry.



SHOPTALKER

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SHOPTALKER - IN - SOUND is located between pages 8 and 9. Listeners will hear: two Parker Hostesses give their reactions of being selected to go to New York, part of the Penette training at Arrow Park, a California Parker dealer describing pen sales on the West Coast and the president of Parker, Ltd., of Canada explaining the effects of Parker/U. S. advertising on Canadian pen sales.

SHOPTALKER - IN - SOUND, a heavy vinyl, is perforated at the binding and should be torn out and treated like a conventional record.

Parker Prep

● April 22 and the grand opening of the New York World's Fair is barely more than a month away. Here in Janesville and at the east edge of the Pool of Industry in Flushing Meadows, N. Y., the pace is quickening. Final details of projects long ago planned and set in motion are now the prime consideration. Loose ends are being brought together. Everything must be ready April 21 — 24 hours before opening day.

In the past 30 days, numerous things have been done to get ready for this extraordinary event. So in the pages that follow, we touch on the highlights of Parker's World's Fair preparations. How do we get a machine to select perfect pen pals for a million people? Who's going to work at the Parker Pavilion? What training will they receive? Who is going to manage the Pavilion for the next two years?

Some of these questions are answered briefly. Others are reported in depth. Here, then, is a wrap-up as Parker gets set for the Fair — the biggest ever!

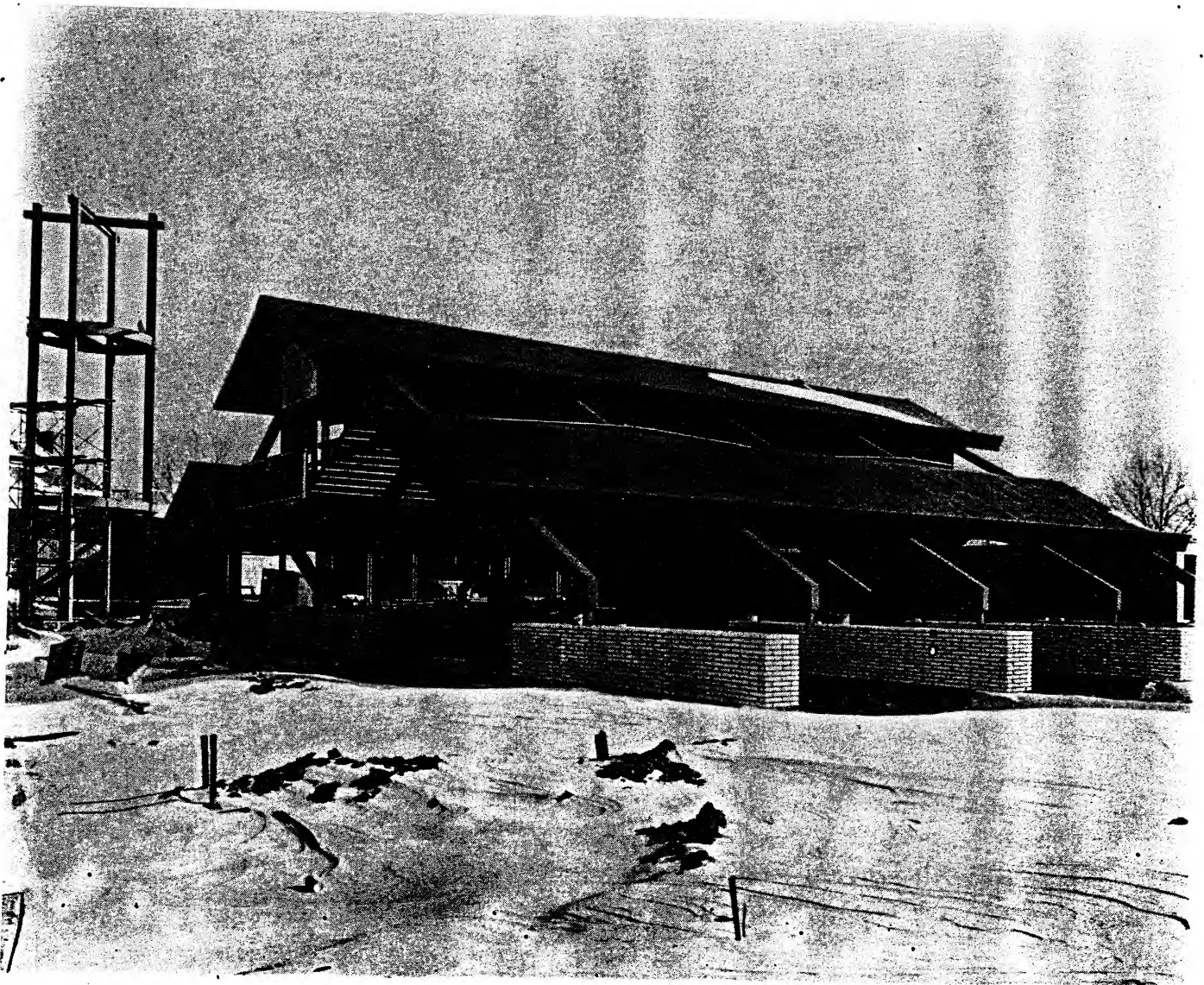


Maker Prepares for World's Fair

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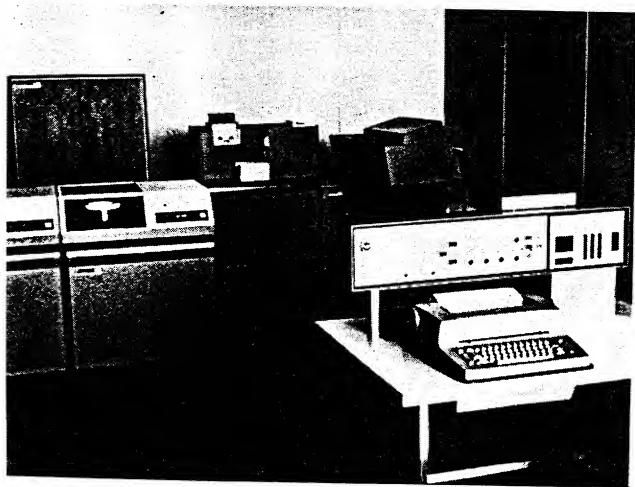
The Brains At the Fair

THE PARKER International Penfriend project at the New York World's Fair has been described by a leading national magazine as "offering Fair visitors a chance to pick a pen pal the science-fiction way." According to O. D. Miller, Director of Data Processing, the program is the result of a lot of imagination, a great deal of planning and an enormous amount of hard work.

But the "brains" of the operation is an IBM 1440 computer — a comparatively small machine with split second reactions and a limitless memory. Its "mind" is made up of record-like discs that can be installed or removed almost effortlessly. The discs are assembled in packs and each disc pack can "remember" the Penfriend data for 35,000 prospective pen pals.

The 1440, as it is called, holds two disc packs at once giving it an instant memory of 70,000 names. An estimated five or six disc packs will be filed at the Pavilion on opening day providing the machine with a total memory storage of about 200,000 names. More may be added at any time.

The disc pack feature was the primary reason why Parker technicians recommended the 1440 for use at the World's Fair. Disc packs are leased for a nominal fee, take up little space, and can be installed in the computer in 30 seconds.



The convenience of removable disc packs is important. For example, if the disc packs for the Far East and Central, South America are in the 1440 when a request for a Canadian Penfriend is received, an operator merely takes out one pack and installs the one labeled "U. S. and Canada." Seconds later the Pavilion visitor has an International Penfriend.

The Penfriend program provides a great variety of choice. There are 389 interest categories, 9 basic languages, 6 geographic areas and 7 age divisions plus the selection male or female. With such variety there are certain to be requests the 1440 can't match exactly. If the 1440 is asked to search for a 20-year-old French-speaking Japanese interested in ventriloquism, for instance, chances are he will not be registered. In that case, the 1440 has been "taught" to search each of the six geographic areas for a French-speaking Edgar Bergan. If the computer comes up with a "no match," it will then search each of the geographic areas under the general category in which ventriloquism appears (Miscellaneous, No. 286) for someone speaking French.

If the computer's search ends without a name, it will notify the Pavilion visitor. Even when the 1440 computes a "no match," the entire operation will take only a matter of seconds. After the visitor has been told that his chosen Penfriend is not available, he will be asked to leave his own personal data at the Pavilion and become a Penfriend candidate. The information will be fed into one of the 1440's disc packs giving the visitor one more chance to be matched — if his hard-to-find Penfriend visits the Parker World's Fair Pavilion.

Without the 1440 it could conceivably take weeks to match each visitor with a registered Penfriend. With the 1440, Pavilion personnel are expected to match two visitors with Penfriends each minute.

The 1440 is truly the "brains" behind the International Penfriend Program.

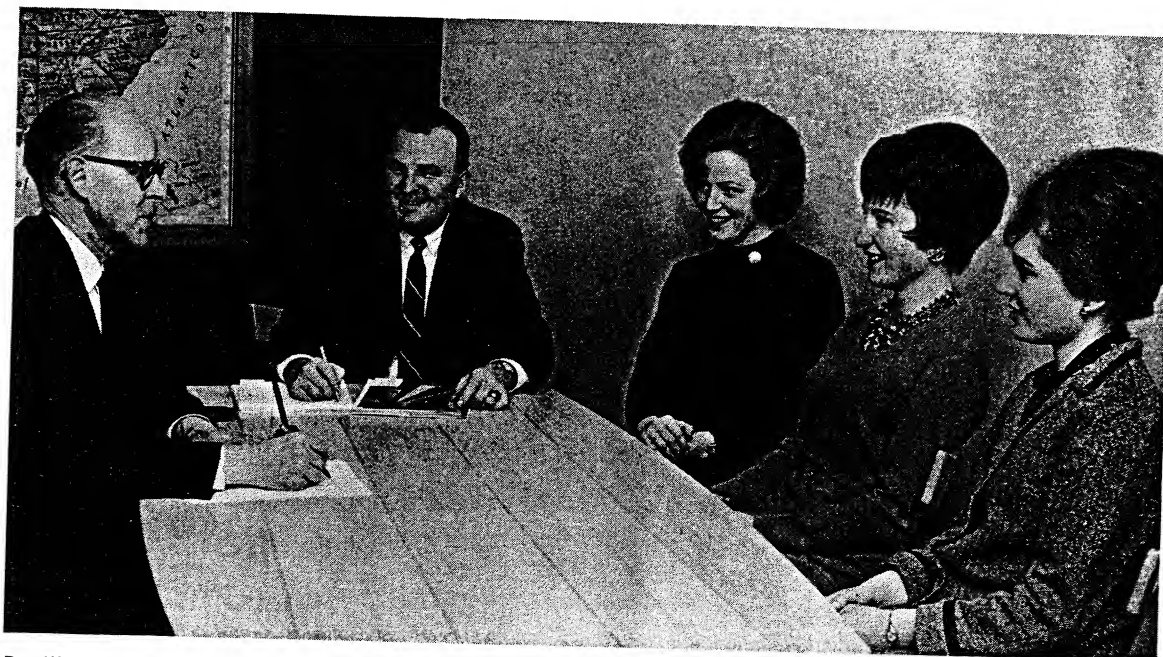


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Pavilion Manager Warren Grob and Hostesses Dona Anderson, Barbara Heilman and Kathleen Larson listen to Office Personnel Manager N. E. Loofboro during hostess interviews.

A Pavilion Manager Goes to Work

● If one person can determine the success of Parker's World's Fair operation, it's Pavilion Manager Warren Grob. A dynamic sales supervisor from New Jersey, Grob has been with Parker since 1946 when he joined the company's eastern sales region. Since then his record has been termed "excellent."

As Pavilion Manager, Grob has journeyed to Janesville twice to help determine how the Pavilion will be operated. During his one-week visits, he has met with virtually every department head and many other department members. This was done, Grob explained, "so I'd know the right people to contract for each problem that might arise."

During his visits, he interviewed hostess applicants and helped select seven trainees. He worked with General Office Personnel Manager N. E. Loofboro to schedule the work shifts for all 16 hostesses. After hours of determining requirements and juggling assignments, they solved the problem of how to keep the Pavilion open 100 hours each

week for 26 consecutive weeks and still give everyone a little rest now and then.

The busy Pavilion Manager had little time to catch his breath. He spent an afternoon with Corporate Marketing Director Russ French determining display arrangement and "space-breakers" for the Pavilion. He discussed Pavilion accounting procedures with Controller Ralph Caponigro, Pavilion maintenance contracts with Plant Engineer George Bagley, insurance forms with Tax and Insurance Administrator Wes Firchow, visitor accommodations with Transportation Department Manager Roy Coyle, visitor protocol with Public Relations Manager William Beyer and training schedules for the hostesses with Sales Training Manager Russ Farr.

With some of the planning completed, a jubilant but weary Warren Grob prepared to return to his Murray Hill, N. J., home. "In all my years with Parker," he said, "I've never seen so many people working so hard on a single project. The Fair could fail and we'd still be successful."

our girls in

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Dona Anderson

Marcia Fanning

Sue Frederickson

Barbara Heil

● From April 22, until October 18, 1964, successful operation of Parker's World's Fair Pavilion will depend largely upon the effectiveness of sixteen attractive young ladies. Ten of these girls hail from the "four corners of the world" and six are from Janesville. These girls, of course, are the Parker World's Fair hostesses.

Adequate information is not yet available on the international hostesses, but eight have been selected.

Sylvie Marthe Henriette des Cognets will represent Parker/France. Claire Desmaris

will come from bilingual Canada. Italy will send Maria Fosinini. Parker/Hong Kong will be represented by two young ladies: Daisy Ho and Lillian Wong and Miss Maria Olivia Levenroth will come from Parker operations in Brazil. From Parker Mexicana will come Lourdes Martinex, and England's jolly contribution will be Patricia Norris.

The remaining two international hostesses are not yet known. It has been determined, however, that one girl will be from Austria and the other from Norway.

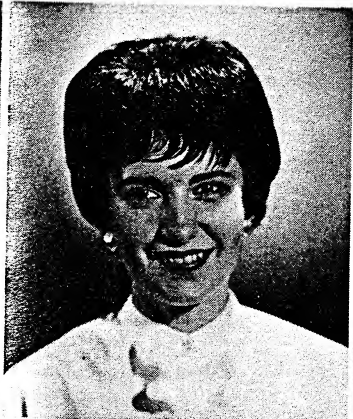
At Parker/U.S.A., meanwhile, the American counterparts of these international

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Barbara Heilman

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beauties have been chosen. Shoptalker learned a few facts about our Janesville gals who'll be "reporting in" at Flushing Meadows next month.

Flaming red hair and blue eyes will make Dona Anderson stand out from the crowd at the Parker Pavilion. She was born in Chicago but moved to Kansas City, Mo., and New Lenox, Ill., before coming to Beloit.

Dona is a graduate of Beloit College where she received her Bachelor of Arts degree in mathematics last June. That same month she came to Parker's Instrumenta-

tion Laboratory as a lab technician. Twenty-two-year-old Dona is 5-feet 8-inches tall.

With light brown hair and blue eyes, 5-foot Susan Frederickson is Parker's most petite Janesville hostess. Sue was born Nov. 26, 1941, in Baraboo, Wis., and moved to Spring Green and, later, to Reedsburg where she graduated from high school.

Last June, Sue was awarded a Bachelor of Science degree in biology from Mt. Mary College in Milwaukee. She came to Parker this past September as a lab technician.

A Parker employee for nearly four years, Marcia Manogue Fanning is a member of the Final Assembly Department at Arrow Park. Since she started with Parker, Marcia has been a Penette in 1962, Miss Penette in 1963, and now a hostess.

The 5-foot 6-inch brunette was born in Milton Junction 21 years ago. She graduated from Milton Union High School in 1960 and attended Janesville Vocational Night School in 1961.

Born in Janesville 21 years ago, Barbara Heilman came to Parker one month after her June, 1960, graduation from high school. In 1961 she was a member of the Penette Court and was a hostess during the Dealer Airlift. In 1962, Barb was Miss Penette.

The 5-foot 7-inch brunette has worked in domestic sales, and now sales marketing, since she started with Parker.

Kathleen Larson prepared for her position as a lab technician in the Chem-Physics Lab by taking science courses in high school and at Whitewater State College. Kathy, a 21-year-old native of Janesville, came to Parker in June, 1962, and was a member of the 1963 Miss Penette Court.

A 1961 Janesville High School graduate, Kathy has brown hair and green eyes.

Martha Strong is Parker's widely-traveled Executive Reference Room Assistant. Born Nov. 5, 1940 at Bar Harbor, Maine, Marty moved to Mt. Desert Island, Maine, to Minneapolis, to Oshkosh, to Cleveland, to Heidelberg, Germany and finally to Janesville. She graduated from Heidelberg College, Tiffin, Ohio, in 1962 after completing two of her eight college semesters at Heidelberg University in Germany.

Marty came to Parker in December, 1962, and worked as Chief Clerk in Foreign Sales before settling in her present position. She is 5-feet 11-inches tall with dark brown hair and hazel eyes.

Pamela Morgan is the alternate hostess. Chosen Miss Penette for 1964, she will reign as queen unless one of the regular hostesses becomes temporarily incapacitated.

Pam was born in Des Moines, Iowa, June 9, 1943, and moved with her parents to Ft. Wayne, Ind., Milwaukee and Janesville. She graduated from Solomon Juneau High School in Milwaukee in 1961, completed a year of college at Whitewater and became secretary to the Domestic Traffic Manager at Parker in July, 1962.

Pam, a 1963 Penette, is 5-feet 5½-inches tall with blonde hair and hazel eyes.

Prize Winner

● Parker / England's 75th Anniversary celebration featured an International Window Dressing Contest. First prize was an all-expense paid trip for two to the Parker Pavilion and the World's Fair.

Parker dealers participated from Austria, Belgium, Denmark, Finland, France, Germany, Holland, Ireland, Italy, Norway, Portugal, Sweden, Switzerland and the United Kingdom. The object was to stimulate a more imaginative approach toward window dressing.

Competition was stiff but the first prize trip was finally awarded to Het Suijden, The Hague, Holland, for the imaginative approach shown in his decorative display.



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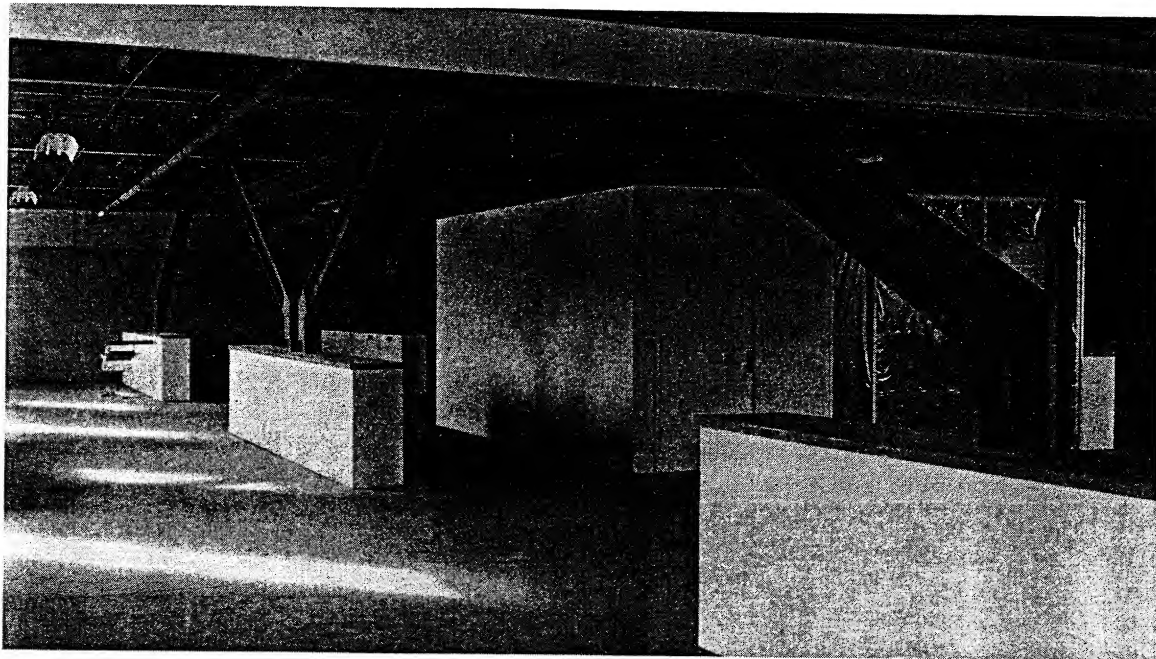
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A drab storage room at the Panoramic Building took on an air of glamour when this life-sized Pavilion mock-up was constructed.

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A School for Hostesses

● Parker's World's Fair hostesses won't be going to Flushing Meadows with only a casual idea of what is expected of them. Beginning Monday, April 6, the hostesses will begin a training program that will not formally end until just hours before opening day.

The first week of their training will be spent in Janesville at the Panoramic building. Here, located in a huge storage room, is a life-sized mock-up of the Pavilion's ground floor. Parker is the only exhibitor to construct a life-sized Pavilion model. The advantages of having a "second" Pavilion a stone's throw away from the home office are many. Display placement and Pavilion traffic flow can be determined, desks and chairs can be arranged and, of course, hostesses can be trained.

At the Pavilion mock-up, the girls will

be taught the mechanics of Parker's World's Fair operation. What will they do in case of an equipment breakdown? How can they best aid an accident victim or sick visitor? What is the smoothest operation procedure for bad weather? How will they handle exceedingly heavy crowds? What will they do in case of vandalism or theft? Where will they take Little Johnny Fairgoer when he can't find his parents?

The girls will learn the answers to these and more questions while they are at Panoramic. And the whole time, they will be familiarizing themselves with the Pavilion's general layout.

The Pavilion mock-up is not necessary for all phases of the hostesses' instructions. There is an almost endless list of facts the girls will have to know before they come in contact with the critical public. General company knowledge is a must. The when,

where, why and how of The Parker Pen Company will be covered. How fast has it grown? What can be attributed to this rate of growth? How does Parker stand in the writing instrument industry? Who's who in the company? What are Parker's plans for the future? What is our Fair Trade policy? The list continues. There are people to know, facts to remember, concepts to understand. But the hostesses must be prepared for virtually any situation that involves The Parker Pen Company.

Following their indoctrination in Janesville, the 16 company representatives will head for New York and all the excitement and glamour of final pre-Fair preparation. Here is where the true immensity of the Fair will be understood. The hostesses will have ten days before The Day. They will finally get their chance to work in the real Pavilion. They will be able to review everything they learned at Panoramic plus pick up valuable pointers from Manager Warren Grob. This will be their first opportunity to meet the 1440 IBM computer. They will have to learn how to "feed" the machine its information. There will be World's Fair gate passes to obtain. The girls will have to spend some time getting familiar with their new home. Where is the State of Wisconsin Pavilion, for instance? Is the General Motors Pavilion near?

A week before The Day, a real treat will be in store for the hostesses. They will spend a day and a half being specially instructed by representatives from Helena Rubinstein. At this beauty center, the girls will receive lessons in hair styling and hair care, skin care and makeup analysis, good grooming, posture and poise. The session will end with a total appearance check.

Then after their uniforms and shoes are fitted and made up, the hostesses will be ready for one of the biggest days of their lives. On Wednesday morning, April 22, 1964, it will arrive — the gates will open and the Fair will begin.

Maximum Advertising for Maximum Sales

● "Maximum Advertising Program." That's the name of an unusual advertising approach conceived and conducted by Parker Pen in various countries around the world. On Saturday, February 15, a Maximum Advertising Program — called MAP for short — began in the Tokyo area of Japan and was the most extensive ever conducted.

Others have been run in Lebanon, Malaysia, the Philippines, Puerto Rico, Uruguay and Venezuela.

The reason for the increased emphasis on the Japanese market is this: the Land of the Rising Sun is also the Land of the Rising Standard of Living. And, where people have more, they spend more on everything, including writing instruments.

But what is MAP? Basically, it is a study in the effectiveness of communications. It's designed to tell more people about our pens, so that more will buy them. This principle holds true in Toledo or Toyko.

MAP's carefully constructed plan usually follows a strategy of two periods of strong advertising a single Parker product with a hiatus, or rest, acting as a divider. The program's primary goal is to energize and excite buying action in a particular market. Its results also indicate how much advertising should be applied in each medium and which approach produces the maximum sales of a particular product.

Foreign Advertising Manager Francis Bowen states that "MAP provides a benchmark for evaluating an advertising agency's capability to create advertising and plan a comprehensive program in cooperation with Parker Distributors. It embraces public relations, distribution, promotion and, of course, advertising."

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MAP also acts as an indicator to management. It tells planners what stimulates the marketing impulse and how much stimulation is helpful before further suggestions have no effect. In other words, it determines a creative point of saturation.

The great distance between Janesville and any foreign operation (with the exception of Canada) requires that Parker executives rely heavily upon foreign advertising agencies, distributors and dealers. These Parker agents have other sources that send promotional material, merchandise display and various sales aids and suggestions. Here too Parker must compete for attention.

Most foreign Parker affiliates become immediately enthusiastic when MAP is put into effect. A typical MAP plan has a standard pattern to follow. It employs Janesville-produced advertising for the first period and switches to locally-produced ads after the hiatus. Results are then compared and advertising strategies are adjusted accordingly.

The standard MAP pattern was not suited for Japan. Customs and traditions are completely divorced from those of the Western Hemisphere. Japan was virtually isolated from the rest of the world until Commodore Perry opened Toyko Harbor to U. S. trade ships in 1854. The aftermath of World War II dramatically stimulated the exchange of goods between Japan and the rest of the world.

Thus, Japan demanded a custom-made MAP effort. "Japan," explained Bowen, "is a very sophisticated country, enjoys the world's highest rate of literacy, and is ranked third in advertising expenditures." Both periods of the campaign made use of locally-produced ad material. The Japanese know their ways best.

The Japanese MAP was used primarily to test media — whether newspapers, for example, transmit the Parker message more successfully than magazines.

During the first two-week advertising

period, a saturation campaign on the 45 Pen was conducted using newspapers, television, advertising balloons (a favored Japanese medium) and posters in buses and commuter trains. Following a survey of public awareness and attitudes and a two-week hiatus, the second two-week campaign followed.

Parker 45 advertising was moved from newspapers and advertising balloons to magazines and slides for movie theater audiences. With the exception of 800 Parker 45 "Skyscraper" displays from Janesville, the entire MAP campaign used locally-produced materials.

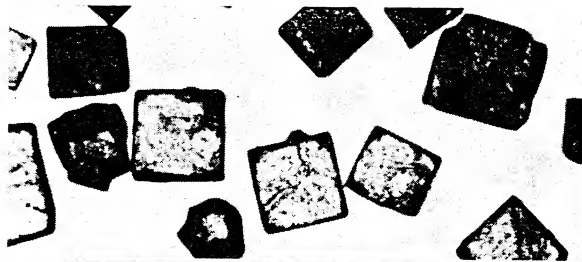
When the MAP was completed, another survey of public awareness and attitudes was taken. Findings of the two surveys provided experts with indications of which media stimulated the buying habits of the Japanese most favorably.

Assuming the Japanese MAP yielded accurate answers, Parker advertising there will be more skillfully channeled to provide economic use of funds in the future. A successful MAP, run in areas where advertising experience is lacking, can lay the ground work for long-term gains in international competition for The Parker Pen Company.





Macrography: Enlargement of a drop of ink in water (above) and table salt 100 times normal size (below).



Two Kinds of Graphy

Photos by Wayne Fuller

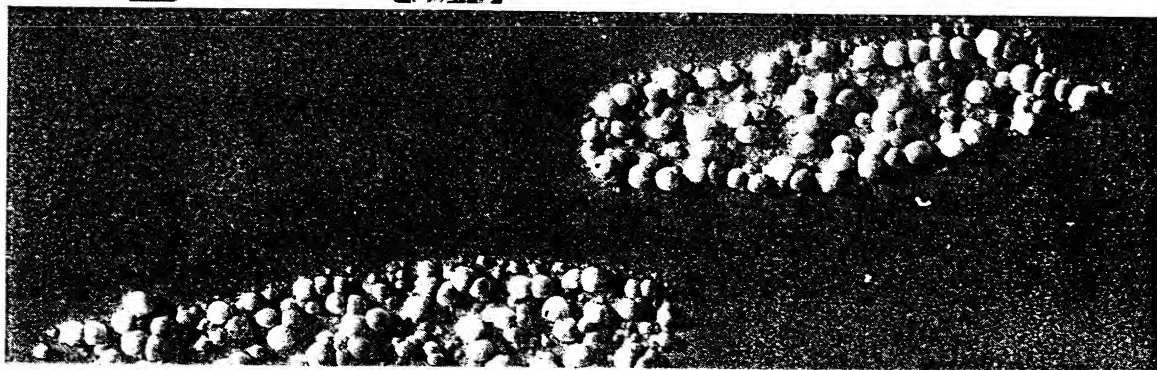
● It is expected that people who work in Parker's Technical Division are apt to drop a word now and then that means little or nothing to the rest of us non-scientific types. But what disturbs the ego is when they apply a word that means nothing to a picture that means even less!

Therefore, as a service to its readers, Shop-talker publishes examples of micrography and macrography, twin words with similar but different meanings. Micrography is a graphic representation of a microscopic object. Macrography is graphically enlarging an object slightly for study purposes. Each word has another meaning, incidentally. Micrography is also the art of writing very small (like on the head of a pin). Macrography is writing extremely large (and it usually indicates an emotional disorder).

So, on this page are examples of two kinds of picture-taking — "micro" and "macro" photography, or micrography and macrography.



Micrography: A plastic surface (above) enlarged 15,000 times and a latex emulsion (below) "blown up" 50,000 times.

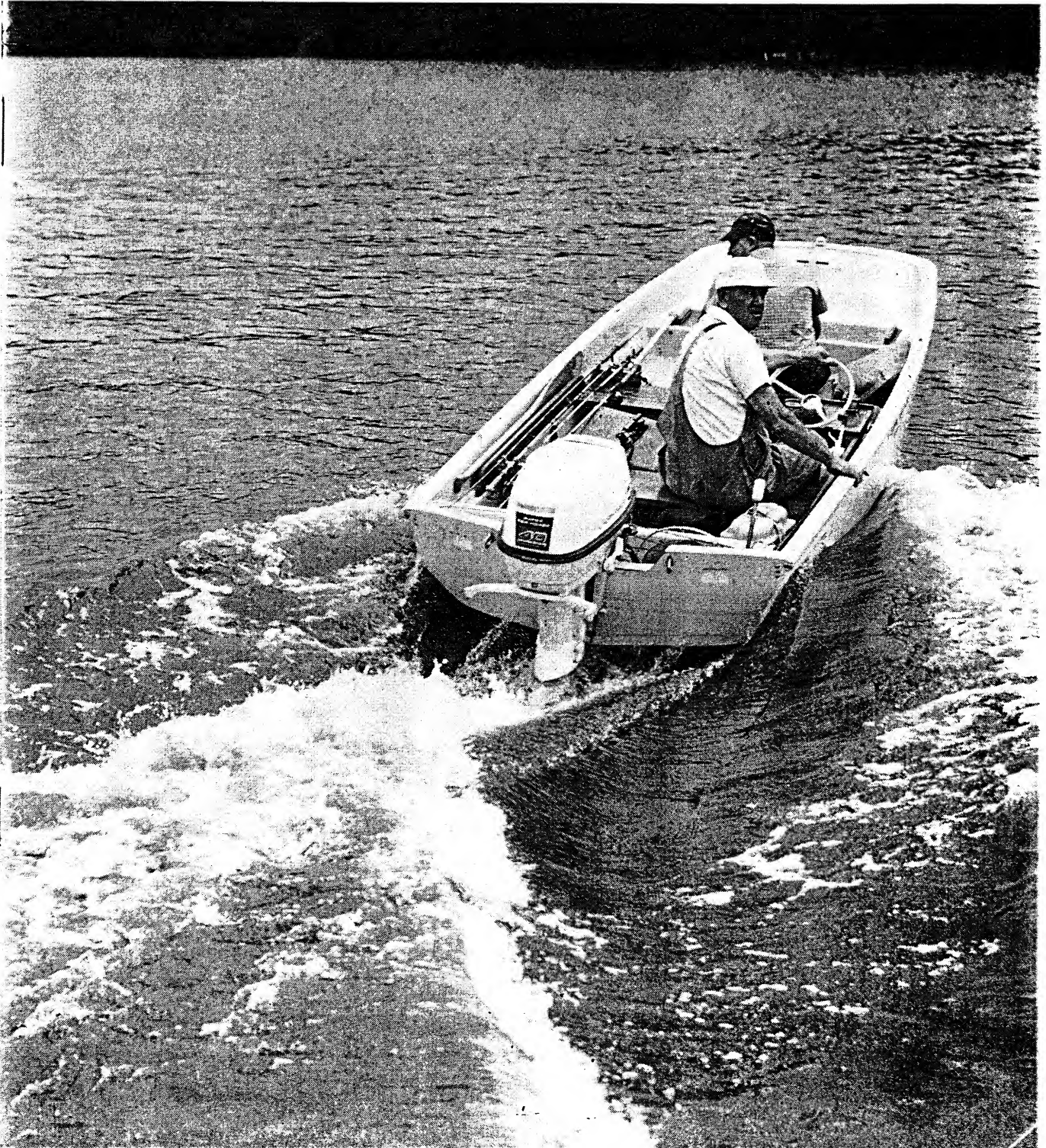




SHOPTALKER

MAY, 1964

FOR PARKER PEN PEOPLE



COVER STORY

Always a great moment for any boatman is that initial surge of power that sends his craft skimming over the water and away from his earth-bound friends. For Leo (Slim) Spangler, Plastic Fabrication Department and his fishing mate Andy Gilbertson, Ball Point Department, this trip has even more meaning as Spangler heads his 15-foot Boston Whaler toward the "big ones."

He and Andy are just two of a growing number who look forward to the boating season and all the enjoyment it holds. (See story on Page 6.)



SHOPTALKER

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 "All Hands on Deck" 6
 Parker's Temporary Technicians 8
 A Perfect Gift 9
 Quality and Speed Make Jotter Lead...10
 The Braves Visit Parker11
 Orbiting Art12

SHOPTALKER-IN-SOUND is located between pages 8 and 9. Listeners will hear on side one: a CBS news commentator describe the Parker Pavilion, a New York radio emcee interview Daniel Parker and Pavilion Hostess Dorothea Geyer and an on-the-air search for a Penfriend conducted by Hostess Patsy Norris. On side two, Corporate Vice President Philip Hull comments on a subject of importance to all Parker Pen people.

SHOPTALKER-IN-SOUND, a heavy vinyl, with recordings on both sides, is perforated at the binding and should be torn out and treated like a conventional record.

Three Day

The mercury hovered around the 40 mark and the rain came down on Flushing Meadows in a steady drizzle. Opening day at the New York World's Fair was a crowdless one for many exhibitors who had spent months planning for this moment.

The estimated 75,000 who braved the cold and rain to "be there" on April 22 spread themselves over the grounds in selective fashion. They picked the major exhibits, the ones they'd read about as "musts," and Parker's pint-sized Pavilion on the Pool of Industry was one of the chosen few!

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The first Pavilion visitor to register in the International Penfriend Program is assisted by Pavilion Hostess Martha Strong of Janesville. The inaugural Penfriend, Alfred Kunze, New Rochelle, N. Y., corresponds with famous people all over the world as a hobby. Over 1200 fairgoers followed Mr. Kunze's example on opening day, getting the Program off to a booming start.

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straight through to closing—in spite of cold, damp winds that whistled down the avenues of the Fair and through the open Parker Pavilion — people packed three-deep around the registration tables of the International Penfriend Program. Said a reporter inquiring into consumer use of commercial products at the Fair: "You're getting more people to try your product than any exhibitor I've visited!"

Among the early visitors to the Penfriend counter was Virginia Graham, star of the daily ABC-TV show "Girl Talk," who was matched by the computer with Marjorie

Anderson, a star on the British Broadcasting Company's television network. Their mutual interest: literature. At mid-day, a local radio commentator named John Wingate did a telephone interview with Patsy Norris, Parker hostess from England, and had his engineer matched with an English pen pal.

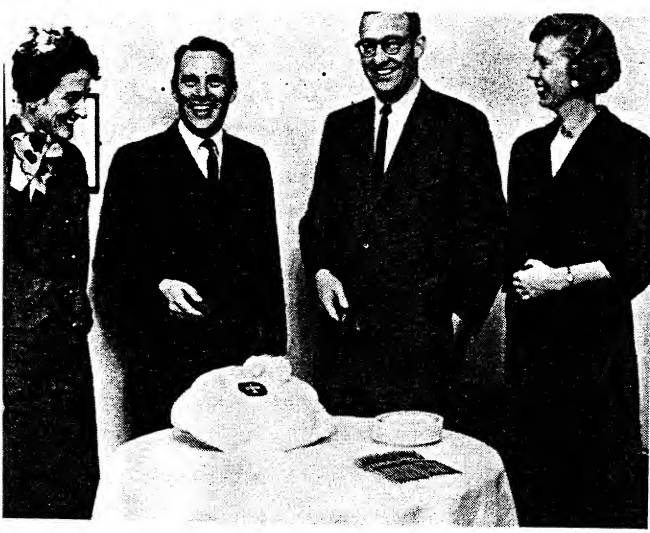
Although the relentless drizzle prohibited opening the 60 outdoor writing desks on opening day, there were smiles on the faces of Parker officials present. It was apparent from the beginning that the Parker Pavilion was to be among the most successful ex-



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Pavilion Hostess Maria Leuenroth from Brazil was interviewed by Juan Lefcovich of the Radio Division of United Press International. His tape recorded interview with Miss Leuenroth was distributed to Central and South American radio stations to promote the Penfriend Program among Spanish-speaking people throughout most of Latin America.

Radio and television personality Virginia Graham, one of the first Very Important People to register for an International Penfriend, is assisted by English Hostess Patsy Norris. Miss Graham, star of "Girl Talk," a daily ABC-TV program and a frequent guest on the "Tonight" show, was just one of many celebrities to visit the Parker Pavilion opening day.



Smiles prevailed as a very successful opening day drew to a close. To commemorate the opening of the Parker Pavilion and the beginning of the International Penfriend Program, Mr. and Mrs. Daniel Parker and Mr. and Mrs. George Parker cut a "Penfriend Cake" for a group of well-wishers.

hibits at the Fair. At a small ceremonial cake-cutting at 4 p.m., the personal congratulations of Scandinavian distributors Bent Olsen, Ingeborg Olsen and Henry Germark, who journeyed to New York especially for opening day, were extended to Daniel and George Parker. And, an impressive stack of telegrams was delivered. They came from Parker associates and friends throughout the world and saluted the company on this day of days.

The morning of April 23 at the Fair was cloudless. A warm breeze quickly dried the pavement and the crowds grew around the Penfriend counter filling the Pavilion.

Word of Parker's opening day success filtered back to Robert Moses, President of the Fair, for at a luncheon that noon he was heard praising Parker Pen by name for the size of its idea in relation to its size at the Fair.

Word also got to Norten Mockridge, columnist for the *New York World Telegram & Sun* and host of a daily WCBS radio show, for he extended an invitation to Daniel Parker and our Austrian Hostess Dorothea Geyer, to participate on the pro-

gram originating from the Top of the Fair Restaurant.

The reputation of Parker's unique approach to Fair participation became apparent in still another way. Norway's pretty Hostess Sissel Berhom was approached by a teen-aged threesome who asked her to explain the Penfriend Program. When she had finished, she invited them to register and was surprised by their response. They'd been told about her "lovely accent" and wanted to hear it for themselves.

The most-asked question at the Information Booth at the Fair's gate April 24 was "Where can I buy postcards?" This gave one more reason why the Parker Pavilion continued to be busy with people writing. Free postcards and free stationery were supplied and pens made available to do the writing. And thus it was the third day of the Fair and every day since.

When all of these people who have enjoyed the hospitality of the Parker Pavilion return to their homes, they will certainly remember the name "Parker," and for those who carry away the address of a new-found Penfriend, the meaning of Parker's World's Fair participation will be even more significant. Our theme, "Peace through Understanding . . . through Writing" is proving its value as it continues to gather crowds. In the future, it may well be recognized as the most powerful stimulant to Parker sales success in this century!



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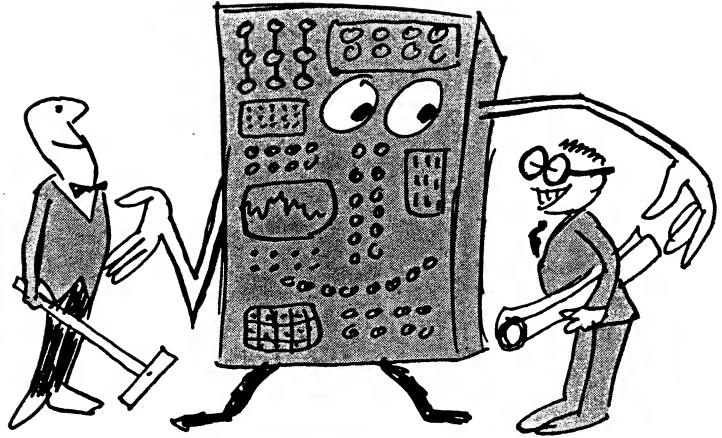
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The Friendship Machine



The gates at Flushing Meadows are open and as the curious and excited throngs of fairgoers crowd into the Parker Pavilion seeking International Penfriends, the giant computer is flexing its mental muscles in an endless effort to find the just-right pen pal for everyone.

Of the thousands of visitors that spend part of their World's Fair day at the Parker Pavilion, nearly 1500 register for and receive an International Penfriend. Many of these prospective pen pals spend long minutes studying the registration form before carefully selecting the type of person they want to be their Penfriend.

Most requests are considered "normal." These visitors want someone, who like themselves, is interested in sports, art or some other popular subject. Nearly 70 per cent of Parker's visitors ask to correspond in English and Europe is the most popular area among the pen pal seekers.

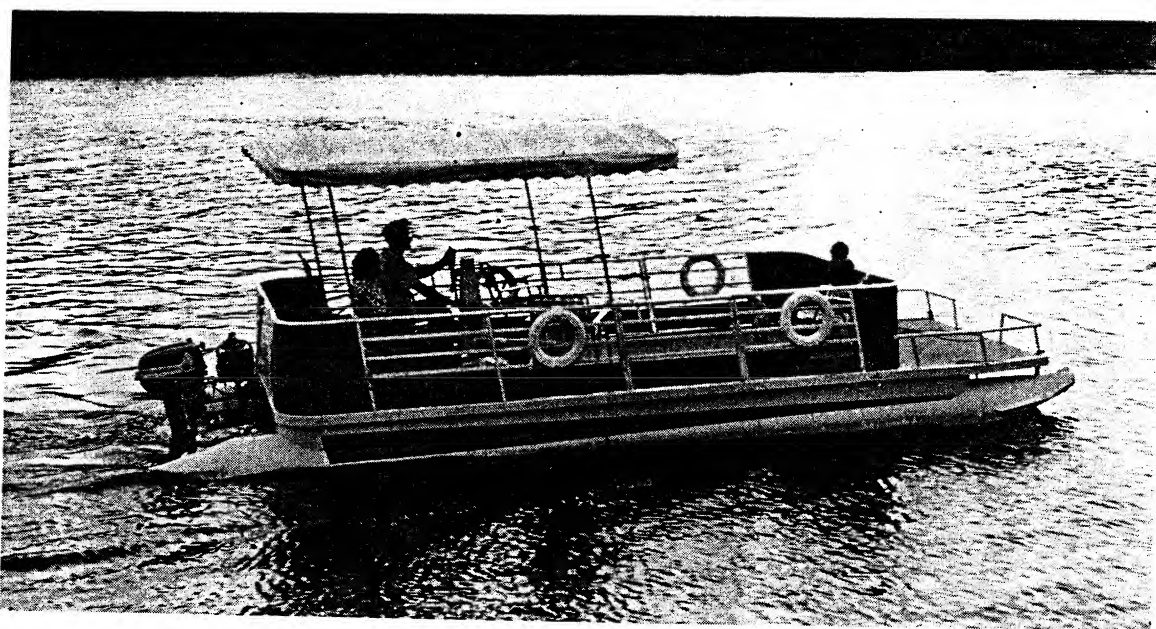
Along with these everyday requests come the real humdingers. A 17-year-old boy wanted a Russian-speaking Finlander interested in writing about sports; an 18-year-old boy asked to write about stamps to a French-speaking Columbian; a young Pennsylvanian

desired to correspond with a European in English about archaeology; a teen-age girl wanted to write to an African boy her age about psychology; and a girl from Maine asked to correspond with someone in the Philippines about checkers.

In response to each of these requests, the computer succeeded where success seemed doubtful. Time after time our Pavilion genius came up with the name and address of a pen pal that satisfied the unusual requests made by many enthusiastic Pavilion visitors.

A young man from Short Hills, New Jersey addressed the computer asking for a German-speaking European interested in sports. Seconds later the computer had found his Penfriend—a very European Johannes Lichtenegger. Alertly, Vienna-born Pavilion Hostess Dorothea Geyer recognized the name as belonging to the son of Parker's Austrian distributor.

And as the whirring, clicking wizard at the Parker Pavilion continued to electronically pluck names from its vast memory banks, crowds endlessly streamed up to the writing desks and counters making requests only a genius could satisfy.



Marg and Bill Salzman, their granddaughter Renee and their dog Taffy head up river for a restful evening cruise on their 20-foot "pontoon."

SUMMER BRINGS THE CALL:

"All Hands on Deck"

Spring is here and for many it means time to "return to nature," as Thoreau advocated, and enjoy the pleasures of sunlight, fresh air and refreshing breezes. To most of us this call is answered by pushing a lawn mower, cleaning out the garage, taking down storm windows and occasionally enjoying a barbecue, a round of golf or a drive in the country.

There is a special breed of man, however, for whom these mundane activities hold no attraction. For when the grass turns green and warm winds blow he deserts the land and takes to the water. This fellow is a weekend mariner and his lot is increasing at a fantastic rate. Over 38 million part time sailors took helm in hand in 1963 and

more will "sign on" this year.

With a booming economy and expanding leisure time, nautical activity has steadily increased through the years. In river hamlets, lake towns and coastal ports, a 16-footer occupies the second space in hundreds of two-car garages. Janesville-on-the-Rock is no exception. Parker Pen people in considerable numbers are discovering this refreshing way to invest extra dollars and extra time in enjoyable evenings and weekends on the water.

One of Parker's many boating enthusiasts is Bill Salzman of the Plastics Molding Department. A veteran boatman, Bill has made aquatic activities a basic part of his life. In 1961, he and his wife Marg moved

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into their new redwood ranchouse only a stone's throw from the Rock River and a three-minute walk from Arrow Park.

Here, Bill can pursue his hobbies of boating and fishing to his heart's content. His boat, a 20-foot Riveria Cruiser, is a pontoon platform powered by an 18-horsepower Evinrude. With this rig, he can take his wife, two daughters and their husbands, his three grandchildren and dog Taffy, on lazy cruises that feature tasty meals prepared on a barbecue grill aboard. For Bill, the "pontoon" is his fourth boat and it is the most docile craft he has owned.

"My other boats were smaller runabouts. Now that we have this one, we have more comfort on the water — and being a 'pontoon,' it's safe for the kids."

Boating is different things to different people. To Leo (Slim) Spangler, a Parker employe for 31 years and a member of the Plastic Fabrication Department, a boat is a vehicle that allows him to follow his favorite sport — fishing. "Slim" is no stranger around a dock for he has owned more than a dozen boats over the years. Currently, Slim owns a Boston Whaler, a 15-foot craft with a fast, stable hull design. It is powered by a 40-horsepower Johnson and he vows that it is the best craft he has ever piloted.

"Of all the boats I've owned," said Slim, "this is the only one I have kept for more than three years."

Alois (Weiner) Wehling, also of the Plastic Fabrication Department, is another boat lover and proficient helmsman. Through experience, "Weiner" knows just what he wants and feels that he has found it in his 14-foot Owens Cutter with a 40-horsepower Johnson motor.

"The hull of my boat is patterned after the shape of the Navy PT boats," he explained. "It is fast, rugged and seaworthy."

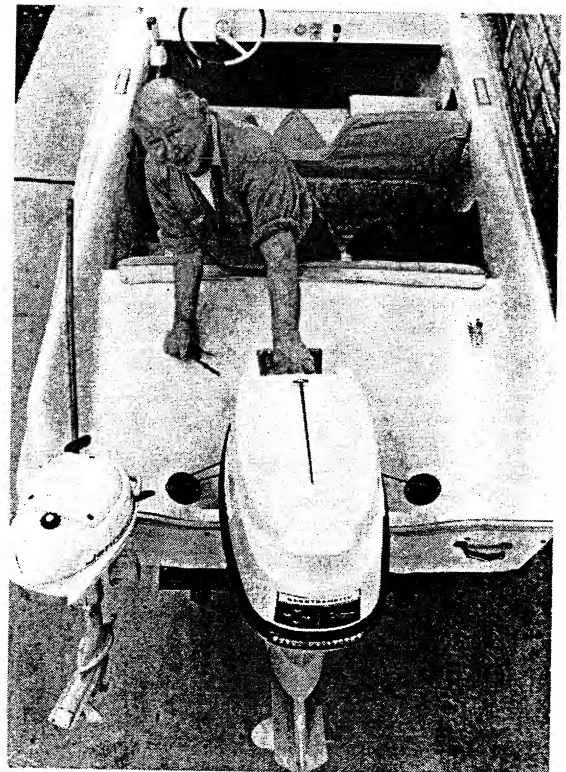
An enthusiastic fisherman, Weiner's craft has a unique feature he says very few boats have. It is a 3-horsepower Johnson

motor mounted on a vertically swinging arm.

"When the going gets shallow or if I just want to troll along, all I have to do is pull up the forty, swing down the three and I'm in business."

There are dozens of other Parker Pen people actively following the sport of boating. Most are amateurs compared to Bill, Slim or Weiner, but all are pursuing a sport that offers limitless amounts of relaxation and pure enjoyment. But it is more than just relaxation and enjoyment that draws these people to boating — it is the sense of escape that is felt as a boatman guides his craft along a restful waterway and silently declares himself independent of the land and free of its cares.

Alois (Weiner) Wehling makes some last minute adjustments on his big motor before heading for the water. The small outboard at left is swung down for trolling or in shallow water.



Parker's Temporary Technicians

With the 1963-64 academic year drawing to a close, students all over the nation are beginning to look for summer jobs—jobs that will afford these young people the opportunity to refurbish a dilapidated wardrobe, fix up the old jalopy or save for the school time expenses that will begin in the fall.

Many students hunt for jobs at construction companies, bathing beaches, golf courses or anywhere seasonal work requires increased summer payrolls. For a selected few, however, highly technical jobs with leading companies are available. The companies needing this special kind of help actually go to campuses and extend an invitation for summer employment. The Parker Pen Company is one of these firms offering a few specialized jobs to this handful of qualified students.

This year, Parker will hire ten young men that will represent the cream of the crop in science and engineering from three leading Midwestern universities. These scholars are from the campuses of the University of Wisconsin, Notre Dame and the University of Illinois and they will spend this summer in Janesville as valuable assistants to Parker technical personnel.

The young men selected by Parker are either juniors, seniors or graduate students studying in the fields of mathematics, physics,

chemistry, electrical engineering, mechanical engineering, chemical engineering or even aeronautical engineering. Each student interviewed is judged on the basis of his personality and conduct and academic accomplishments in his field of study.

When the long hours of interviewing are over, Parker representatives come up with a short list of names. These are the names of young men that have met or exceeded the high standards required by Parker's Technical Division.

Once the students have been hired, they don't wash bottles or sweep floors, points out Lawrence H. Talley, Director of Technical Services and coordinator of this summer's technical employment program.

"Each young man is assigned a project by his supervisor," says Talley. The supervisor, a trained engineer or scientist, then expects his assistant to design and conduct experiments, collect data, draw conclusions and conclude with a finalized report at the end of the session.

"These projects," Talley is careful to point out, "are not created specifically for the summer program." They are important to The Parker Pen Company and are accumulated throughout the year only because our regularly employed personnel must work on projects that require immediate and more advanced attention.

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Talley feels that the aims of the program are three-fold. "Primarily," he says, "this program offers essential problems of a short-term duration to budding scientists and engineers for the development of their talents and the benefit of the company."

In addition, young scientists and engineers will advance their own careers by actually working in an industrial situation. Each individual is presented with a project that is his own responsibility. He is expected to produce results.

Finally, the program is very valuable as a recruiting tool. Hopefully, some of this summer's boys will come back to The Parker Pen Company on a permanent basis after completing their educations.

Proof of the effectiveness of this program as a recruiting tool occurred as recently as last March when Jerry Kelley came to Parker's Technical Division on a full time basis after serving as a summer employe several years ago. Jerry earned his master of science degree in physical chemistry at Michigan State University.

Robert Douglas, Joseph Branks, David Cress and Alton Schlegel, all of the Technical Division, were originally employed by Parker as student scientists and engineers during the summer months. They too returned to the Parker labs after graduating from college.

This summer, Parker is employing three students studying mechanical engineering, two majoring in metallurgical engineering, two majoring in chemical engineering, one studying mathematics and physics, one majoring in chemistry and one with a bachelor of science degree in mechanical engineering and working for a master's degree in business administration.

"Personally," beamed Talley, "I am very much in favor of this program. I believe that it is quite beneficial to the Technical Division as well as The Parker Pen Company. It offers students a chance to get a clear picture of what industrial research is actually like as contrasted to that which is described in text books."

A Perfect Gift



When United Rubber Workers express their thanks to a guest speaker, they do it with a Parker pen. Here Congressman Richard Bolling (D-Mo.) accepts a Parker pen and pencil set from URW Field Representative Lloyd Thrush during the URW's recent Washington Legislative institute.

Whether its labor or management, people all over the world often say "thank you" by selecting a gift of quality, beauty and usefulness—a product from The Parker Pen Company.

Quality and Speed Make Jotter Lead

What is grey and squatty, sounds like a dilapidated steam engine and gorges itself on a metallic diet of Phosphor bronze? No, its not an elephant with a weird vitamin deficiency or a science fiction monster created by Jules Vern. It is a complex mechanical device that plays a very important role in the production of Parker's number one seller—the T-Ball Jotter.

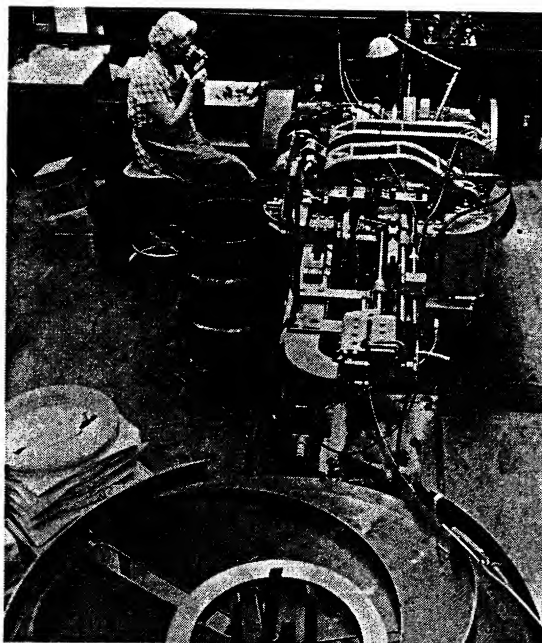
The device is called a Multi-slide. It is a stamping machine that converts a 200-pound roll of metal into thousands of perfect Arrow clips ready to be polished and plated and put on the T-Ball Jotters.

Manufacturing the clip for the Jotter used to be a 12-step operation. It involved 12 separate machines, 12 operators and took practically 12 times longer to produce a clip just like the one stamped out by the single Multi-slide.

In the old process, the Phosphor bronze stock was blanketed, bumped, trimmed, kneaded, de-scaled. Then the head was drawn, burred, pierced, engraved. The ball was drawn and folded and the clip was bent 90 degrees at the head to make a clip that cost as much as the one used on the exclusive 61 pen.

Engineers and tool and die makers studied the problem. How could they manufacture a high quality clip rapidly and inexpensively? The solution was in the form of the Multi-slide. The machine was "tooled up" in Chicago where the dies were designed and a multitude of adjustments were made before the first Arrow clip for the Jotter was stamped out. The Multi-slide arrived at Arrow Park in May, 1963, but could not be put into operation until fully tested and "broken in" by Parker's Engineering Staff.

The new stamping machine was put through its paces from the time it arrived



With a jeweler's lens, Multi-slide operator Hazel Hanson carefully inspects a freshly stamped Arrow clip to be sure it meets all specifications. If a flaw is detected, the machine is shut off and fine adjustments are made until each clip is a perfect one.

until August when production experts were absolutely sure of its reliability. Since then it has been working an eight hour day punching out as many as 250 Arrow clips every minute.

The Multi-slide requires two attendants. The operator, Hazel Hanson, is responsible for checking the quality of the clips, keeping them in lots of 5000 and making sure that the machine is fed a small but steady stream of light machine oil. The set-up man, Lester Schumacher, must be sure that the Multi-slide receives its supply of Phosphor bronze stock. When the stamping machine exhausts its stock, a new supply in the form of a 200-pound roll is lifted with a chain hoist into position. The metal strip, 2 1/16" wide and .0025" thick, is slowly fed through the machine making sure that it does not

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kink or in some way throw the machine out of its fine adjustment.

Schumacher says that the average time to set up the Multi-slide is about six or seven minutes. This is the critical part of the operation. After the stock has been fed through the complex series of dies and the machine has been set in motion again, the clips must be carefully checked to be sure they meet Parker's specifications. This is when adjustments are made. Once everything is set, the clips will pop out of the Multi-slide at a rate of over four every second.

Cork Hilton, Supervisor of Clip Fabrication, points out that the Multi-slide consumes up to five rolls of stock during each day of full production.

"The set-up time will be cut down considerably when we can put on larger rolls," explained Hilton.

As Supervisor Hilton continued to describe future plans of using 500-pound rolls of stock, the Multi-slide could be heard pounding in the background — tirelessly stamping out the Arrow clip for the famous T-Ball Jotter.

Milwaukee Braves Visit Parker Pavilion



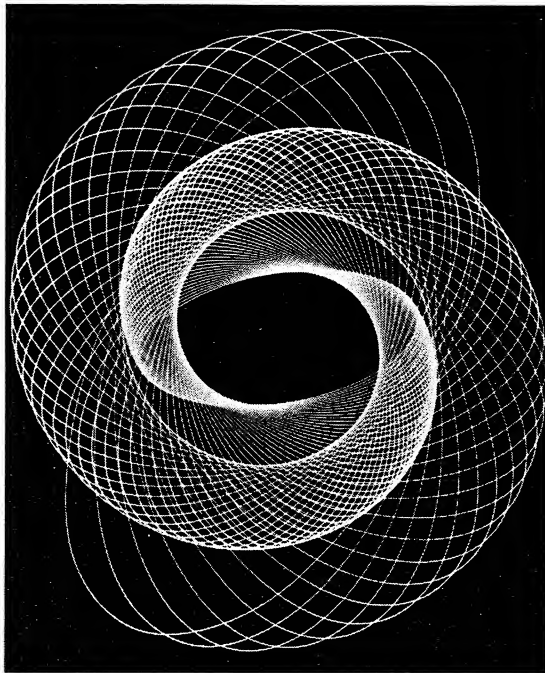
During an Eastern road trip, several players of the Milwaukee Braves baseball team found time to visit the Parker Pavilion where they registered their children in the International Penfriend Program. Gene Oliver (seated left) passes a Parker pen to teammate Henry Aaron as Woody Woodward (standing left) and Denny Lemaster await their turn. The Braves' kids will correspond with children of the Hankyu Braves, current leaders of the Japan Pacific Baseball League. Shown with the ball-players is Sue Frederickson, Pavilion Hostess from Janesville.

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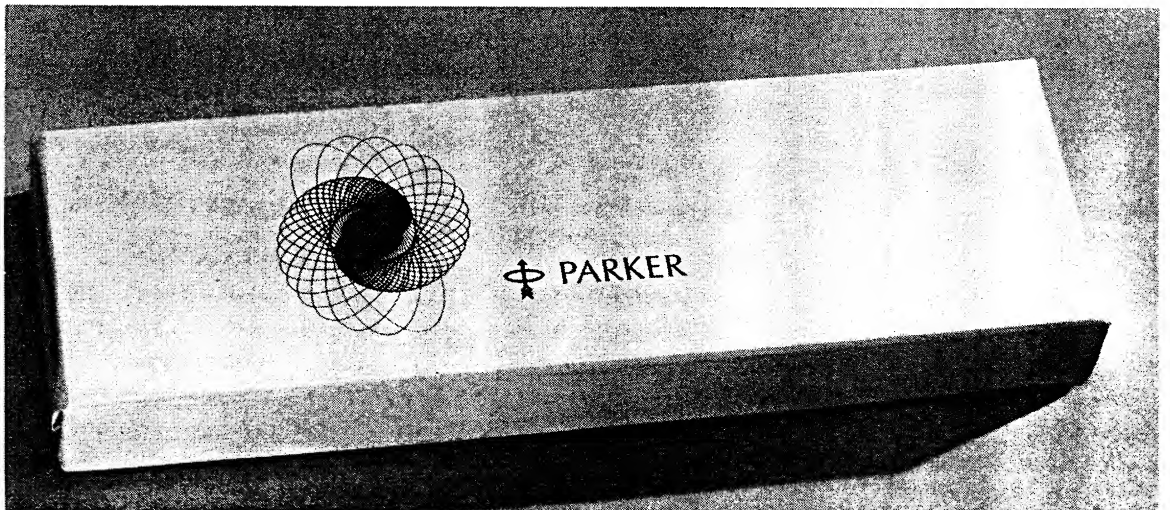
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ORBITING ART



Seeking a new design to decorate a box for the fast selling T-Ball Jotter pen, Parker Pen artists chose an abstract linear design — a never-ending line that swung from its geometric extremities to a mass of grey in the center.

Meanwhile Father Algimantas Kezys, a Lithuanian Jesuit in Chicago, was trying his artistic hand at creating the same type design. Using a small light suspended on a string over a camera, Father Kezys began swinging the string in an irregular motion, turned on the light and opened the lens. As the motion of the light was nearly spent, he closed the shutter, developed his film and obtained a picture strikingly similar to the design appearing on over one million Parker Jotter boxes all over the world.

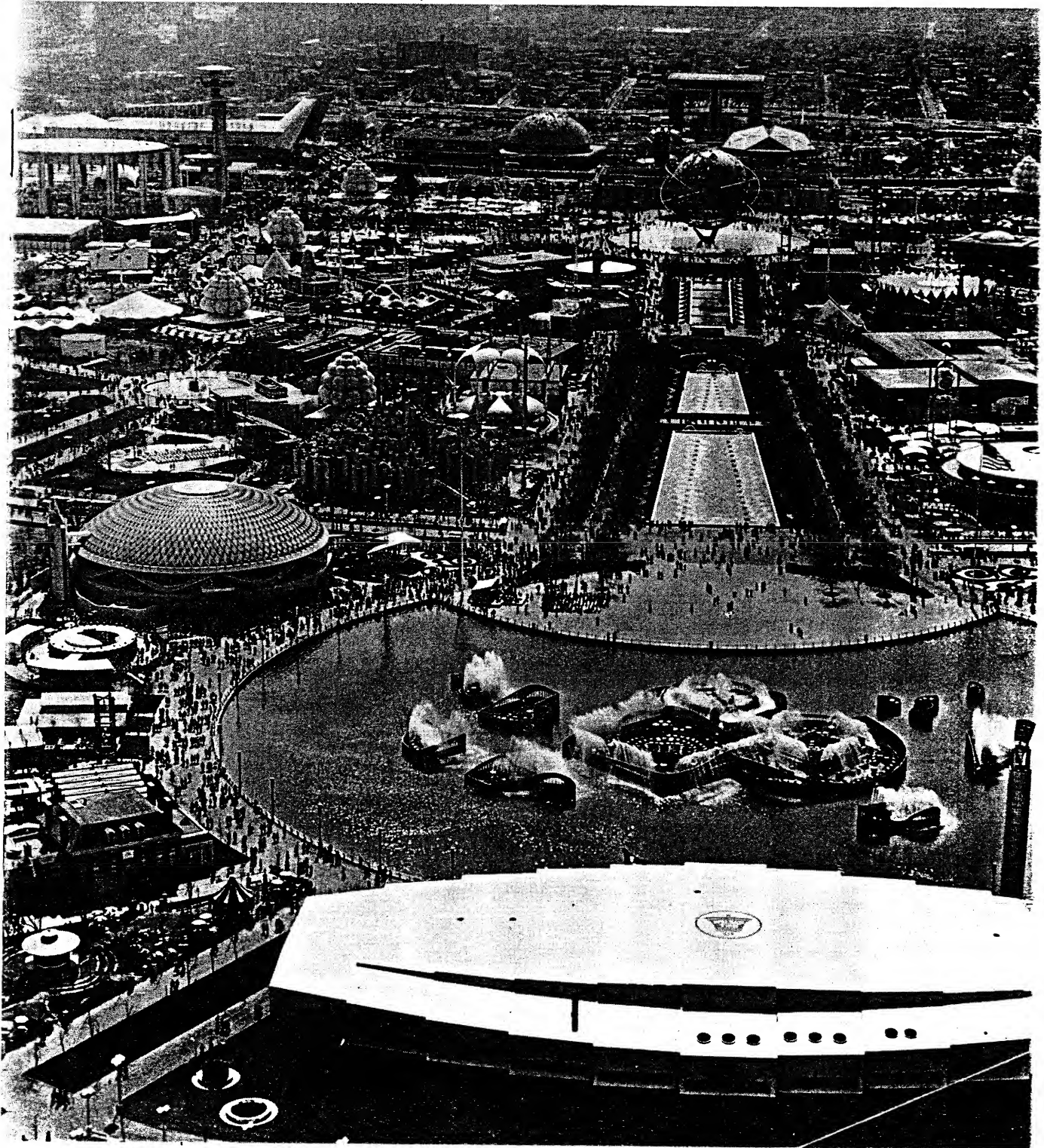




SHOPTALKER

SEPTEMBER, 1964

FOR PARKER PEN PEOPLE



COVER STORY

The ten pavilions located around the Pool of Industry at the New York World's Fair occupy the most enviable positions at Flushing Meadows. Every evening at nine the Fountain of the Planets in the Pool erupts into a spectacular display of dramatically colored lights and towering pillars of water accompanied by vibrant musical crescendos.

Parker, the only pavilion on the Pool with a giant picture window facing this tremendous nightly attraction, is one of the most popular spots at the Fair. The VIP lounge offers a few lucky fairgoers comfortable chairs in air-conditioned comfort and an unobstructed view of the show.

If you have been unable to locate Parker's "airy triangular shed," it is situated three doors to the left of the giant Bell Telephone Pavilion on the busy "Right Bank" of the Pool of Industry.

Photo reprinted with permission from June 8, 1964 issue of *ADVERTISING AGE*, An Art Director's Viewpoint, Stephen Baker, Copyright 1964, Advertising Publications Inc.



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SHOPTALKER-IN-SOUND is located between pages 8 and 9. Listeners will hear the story of Parker's Certified Professional Secretaries—an elite group of employes holding a coveted rating that is shared by less than 4000 throughout the U. S., Canada and Puerto Rico. Narration is through the courtesy of WCLO's Alan Rothman.

SHOPTALKER-IN-SOUND, a heavy vinyl disc, is perforated at the binding and should be torn out and treated like a conventional record.

A Working "Vacation"

Mixed emotions mark the end of a unique and exciting experience for a Parker Pen employe. Marcia Fanning, Pavilion Hostess from Arrow Park, has returned from the World's Fair after nearly two months at Flushing Meadows.

The job sounded romantic and glamorous. Imagine being selected to represent Parker at the hustling, bustling World's Fair! There would be new sights to see, new places to go, new things to do. There would be New York with its majestic skyline, busy streets, fashionable stores and teeming waterfront. There would be subways and ferry boats and the notorious taxis. There would be Greenwich Village, Times Square, Broadway, Macy's and Gimbel's, the Statue of Liberty, Guggenheim Museum, China Town and, of course, the ever-present excitement of the Fair.

Marcia and the 15 other International Penfriend Hostesses anxiously waited for departure time and their airborne journey to Kennedy International Airport. They had all been selected after careful consideration and had been preparing for their new jobs for weeks. They had been interviewed, photographed, talked about. Now they had work to do.

The abnormal excitement of opening day soon wore off, visiting Parker officials returned to Janesville and the tiny group of four Pavilion managers and 16 hostesses was left to carry on the tremendous task of re-

presenting

The first operating staff job to greet the Program at registration rest of the hundreds of

Primarily responsible for the Tens of thousands of Center on the floor of pen pals. matches were developed as long as they couldn't fortunate friends with an interest as a participant. Few tempers disappeared were there solutions.

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Because of er's staff hostess goers as an Passersby employees pavilions, stores which

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presenting Parker at the World's Fair.

The first thing to do was get the Pavilion operating smoothly. It sounded like a simple job to greet fairgoers, explain the Penfriend Program and assist each visitor with the registration process. But Marcia and the rest of the Pavilion staff were to run into hundreds of frustrating complications.

Primarily, there were just too many people for the Pavilion and its staff to handle. Tens of thousands poured into the Penfriend Center on the extra busy days in search of pen pals. The computer's capacity of 1500 matches per day was just too slow. Lines developed with some people having to wait as long as two hours just to be told that they couldn't be matched. Most of these unfortunate few were matched with someone with an interest close to their own or registered as a prospective Penfriend in the computer. Few went away disappointed. When tempers did flare, however, the hostesses were there to listen to complaints and offer solutions.

"The girls are all friendly," said Marcia. "They can control themselves even after a long, hard day. We all worked hard to be named 'friendliest at the Fair'."

Because of their friendly attitude, Parker's staff has quickly been noticed by fairgoers as an excellent source of information. Passersby constantly ask directions to other pavilions, restaurants, and most often, stores which sell Parker souvenir pens.



Pavilion Manager Warren Grob thanks Marcia Fanning for her fine job as a hostess.

"Pens turned out to be our biggest problem," recalled Marcia. "Either we were replacing the ones stolen from the writing desks or we were explaining to someone that Parker didn't sell pens at the Pavilion."

The problem of replacing missing pens was soon eliminated. All-metal Jotters were cemented together and securely attached to each writing desk with a special 49-strand woven airplane cable strong enough to withstand a 1000 lb. tug.

There were hundreds of visitors every day writing with the demonstrator Parker 45's and immediately asking to buy one.

"We did our best to explain that Parker Products were being sold on the fairgrounds at the Brass Rail stores," said Marcia. "But many of these stores didn't carry our pens and explanations became confusing.

"Being a hostess at the Fair turned out to be less glamorous than any of us expected. There was a never-ending line of rude, unkind people. But there were also those who really appreciated our program and made us feel as though we were contributing to their happiness.

"Sure, we worked long hours—most of them in cold, damp weather. But it was an experience I would do over again if I had the chance. I will certainly never forget it!"

Handwriting—

a clue to conquering cancer?

● Millions of dollars and thousands of man hours are being devoted annually in an attempt to find a cure for one of our most mysterious killers — cancer. A remarkable and unusual type of research recently involved The Parker Pen Company.

The Handwriting Institute, Inc., of New York, conducted an investigation into the possibilities of early cancer detection through a study of handwriting samples. Parker supplied the writing tools.

Sound farfetched? Alfred Kanfer, a member of the Institute, didn't think so. He became interested in the effects, if any, of cancer upon the highly coordinated motor activity involved in handwriting. It was well known that handwriting — even in a signature — requires a high degree of coordination between muscles and nerves.

Did early cancer upset the delicate cooperation between the two systems? If it did, concluded Kanfer, critical examination of a patient's signature would be a means of detecting the presence of the killer long before it was out of control. If this theory proved true, it would be one of the greatest steps forward in the fight against disease.

Cancer is the only fatal human disease with no early signs of its presence. The first

positive proof that the disease has established itself is when a malignancy occurs. By that time, the cancer is often too advanced for cure.

The Institute agreed with Kanfer's reasoning. A research team made up of Kanfer and Doctors Day, Tripp and Fluckiger set out to conduct an exhaustive study into the subject.

It was determined that specimens of handwriting would be gathered with conventional fountain pens and ink on a thin bond paper. The research team obtained a random selection of pens to be used by patients to sign their names. The patients were blindfolded to assure researchers of strictly "a neuromuscular response."

Samples were gathered and magnified from 20 to 150 times their original size. They were examined for signs indicating lack of coordination. Results were inconsistent; signatures of the same patient varied from day to day.

When members of the Parker Technical Division heard of the tests, they suggested that the variation could be eliminated if the writing instruments were highly controlled. The researchers accepted the Parker contention and began gathering samples anew—this time with medium point 45's

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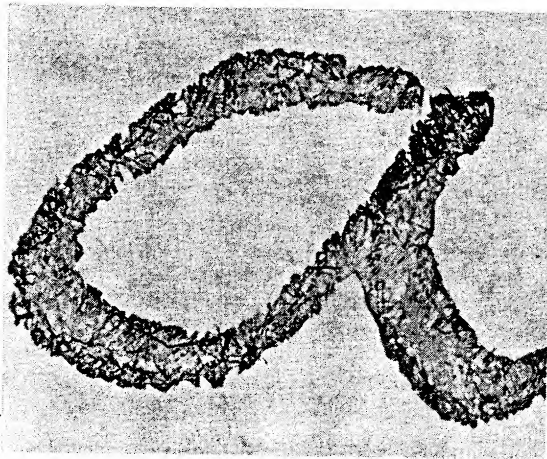
Now results changed. Patterns were established and certain patients' signatures offered proof of changes in neuromuscular coordination. A total of 708 patients at a particular research hospital were asked to sign their names blindfolded at the time they were admitted. The collected signatures were rated according to specific handwriting characteristics. Each patient was asked periodically to sign in the same manner. Comparisons were made and a rating system was established to indicate the probability of the presence of a malignancy.

When the researchers felt they had sufficient data, they compared results of their cancer detection system with medically accepted detection means applied in the later

stages of the disease. The comparison determined "... that there was a statistically significant association between ratings which have been defined as indicating the presence of malignancy, and clinical diagnoses of malignancy."

While the results were not totally conclusive, they represent a building block for additional research for cancer detection teams. The positive presence of minute signature changes among patients with clinically diagnosed cancer, even though a direct relationship still was not proven, did open a door.

Future researchers, with the help of firms like The Parker Pen Company, will one day solve the deadly mystery that shrouds a cure for cancer.

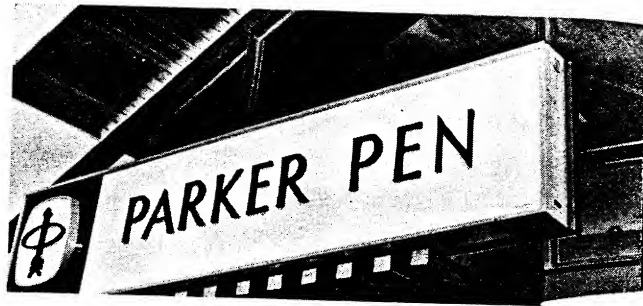


A healthy writer using a Parker 45 leaves smooth flowing lines (right) indicating an ability to negotiate changes in pressure and direction gradually. Such a performance implies a smooth, fluent interaction between extensor and contractor muscles. It also means that the writer is enjoying normal coordination between hand and eyes.

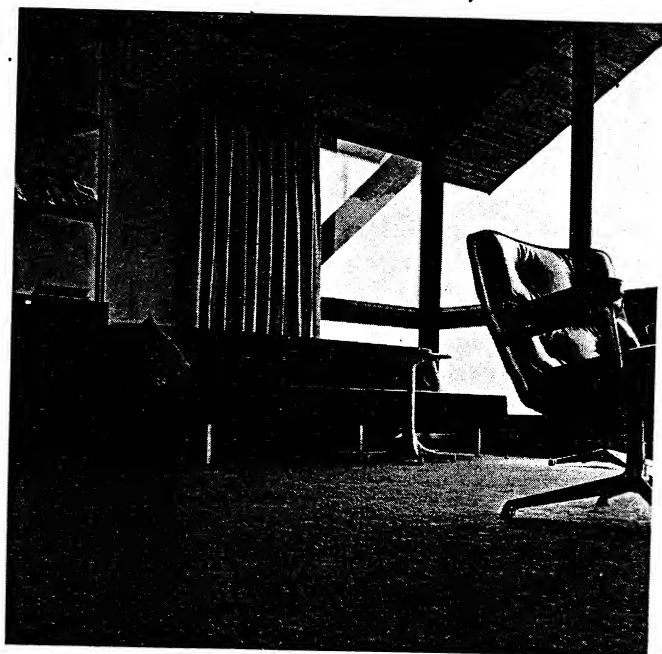
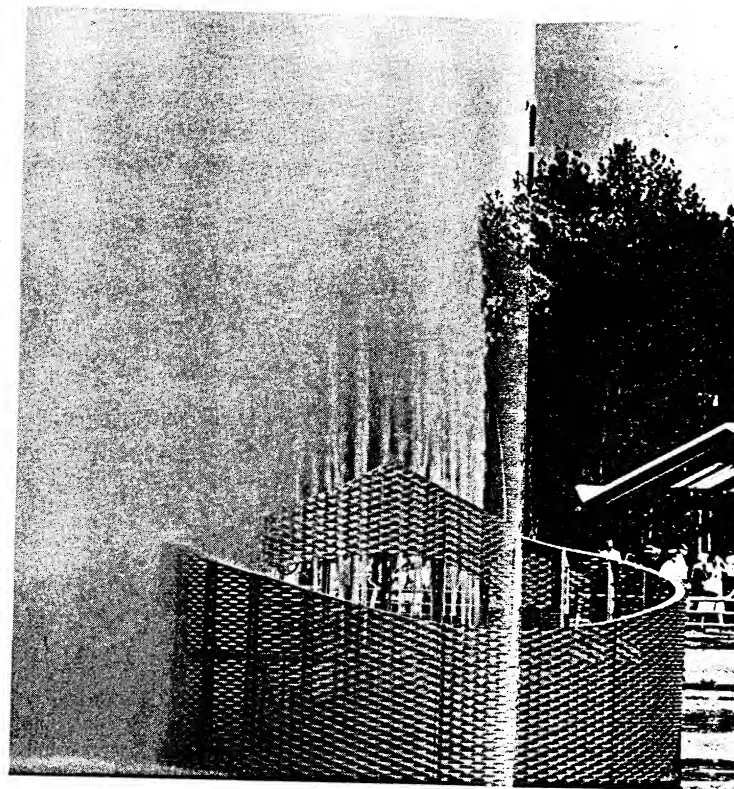
A writer suffering from a type of cancer leaves lines (left) that deviate slightly from normal penmanship. These involuntary irregularities are caused when gradual pressure-change patterns become sudden, microscopic directional inconsistencies appear and the flexibility required for smooth curves deteriorates into spasmodic movements.

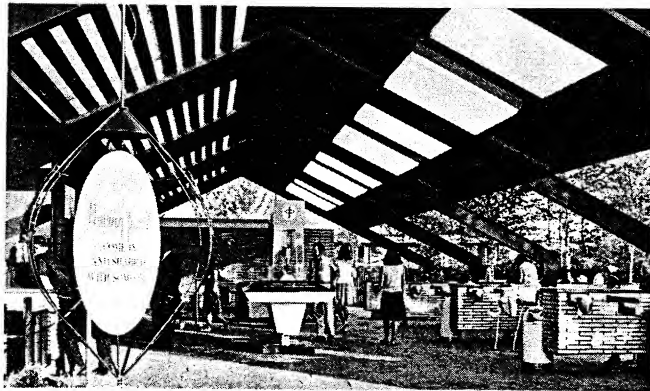
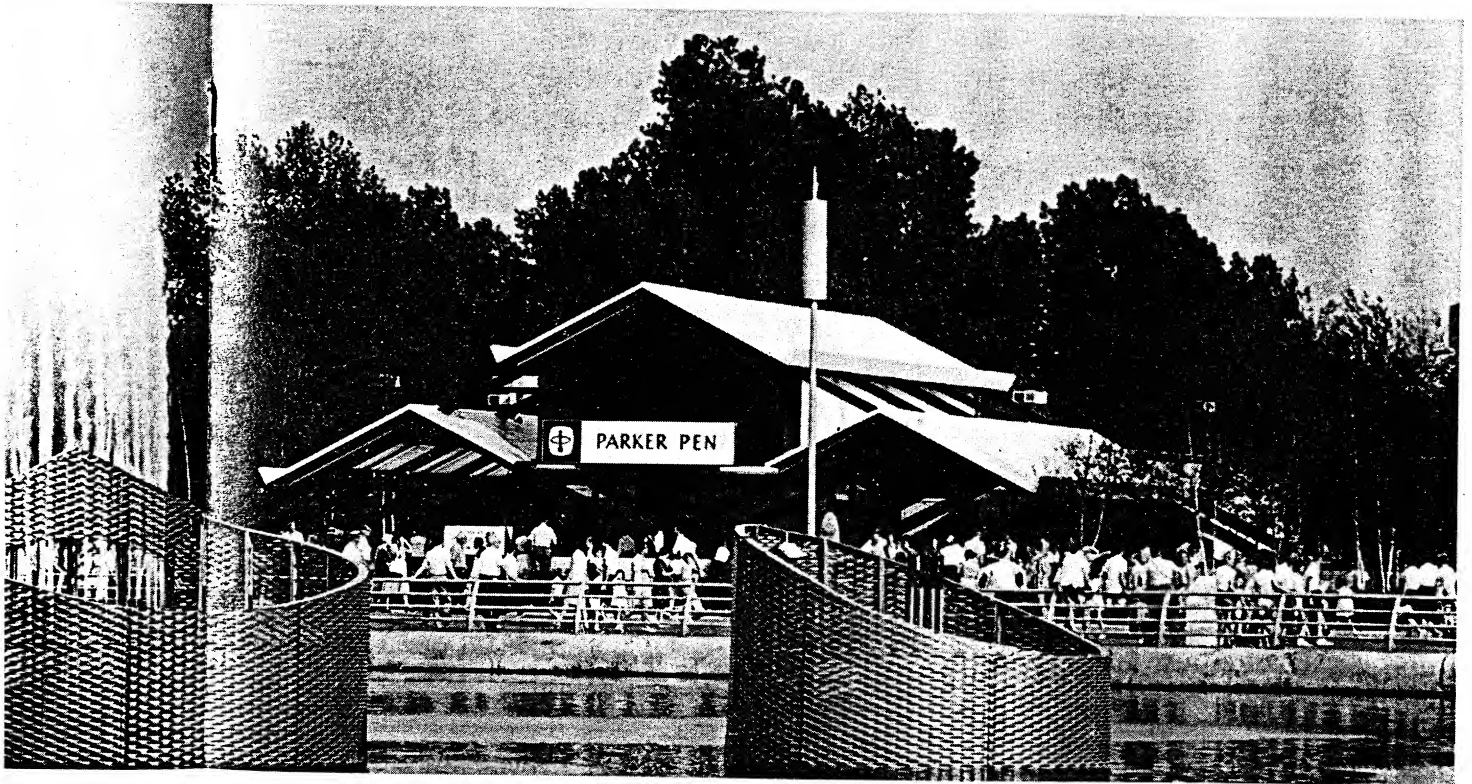


A NEW LOOK AT



The architectural excellence of the Parker Pen Pavilion has prompted comments of interest from designers in all fields. In an attempt to capture the beauty of the headquarters of the International Penfriend Program, architect John J. Flad arranged for a special series of photographs. These pictures of the Pavilion represent that effort.





Molding

Parker's

Future

Every pen produced by Parker, from the elegant Presidential 61 to the economical Arrow Jotter, uses plastic in one form or another. It is undoubtedly one of the most essential materials used in the manufacture of our product.

For years The Parker Pen Company has molded these plastic parts with plunger-type injection molding machines. The plastic, purchased in granular form, is dumped in a hopper and fed into a cylinder where a plunger forces the material through a melting chamber.

In this chamber, the plastic is forced around a spreader and against the walls of the chamber. These walls, heated to nearly 500 degrees, slowly melt the plastic as it stagnantly travels toward the nozzle and the mold. When the plastic becomes fluid and the pressure reaches a pre-set level, the plastic is injected through the nozzle and into the mold. The plastic in the mold cools as the plunger returns to gather more gran-

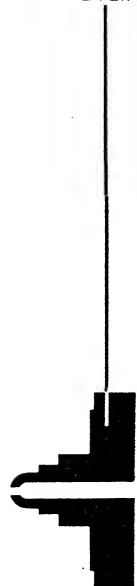
ules and begin the operations anew. There are many shortcomings to this method of converting plastic granules into shells, caps, barrels, feeds, collectors, cartridges or any of the other Parker pen parts. The plastic melts unevenly. The material nearest the wall of the heating chamber melts first and reaches a higher temperature than the plastic pressed against the cooler-walled spreader. This may cause the parts to have varying degrees of brittleness and molded-in stresses.

As the plastic is forced through the heating chamber, it takes on the characteristic of a spring and must be compressed. This demands considerably more pressure to be exerted at the plunger than is required at the nozzle.

In many operations the plunger-type molding machines require 30,000 p. s. i. (pounds per square inch) at the plunger to obtain 8,000 to 12,000 p. s. i. at the nozzle. This reduced nozzle pressure limits the complexity of the molded parts. As the parts

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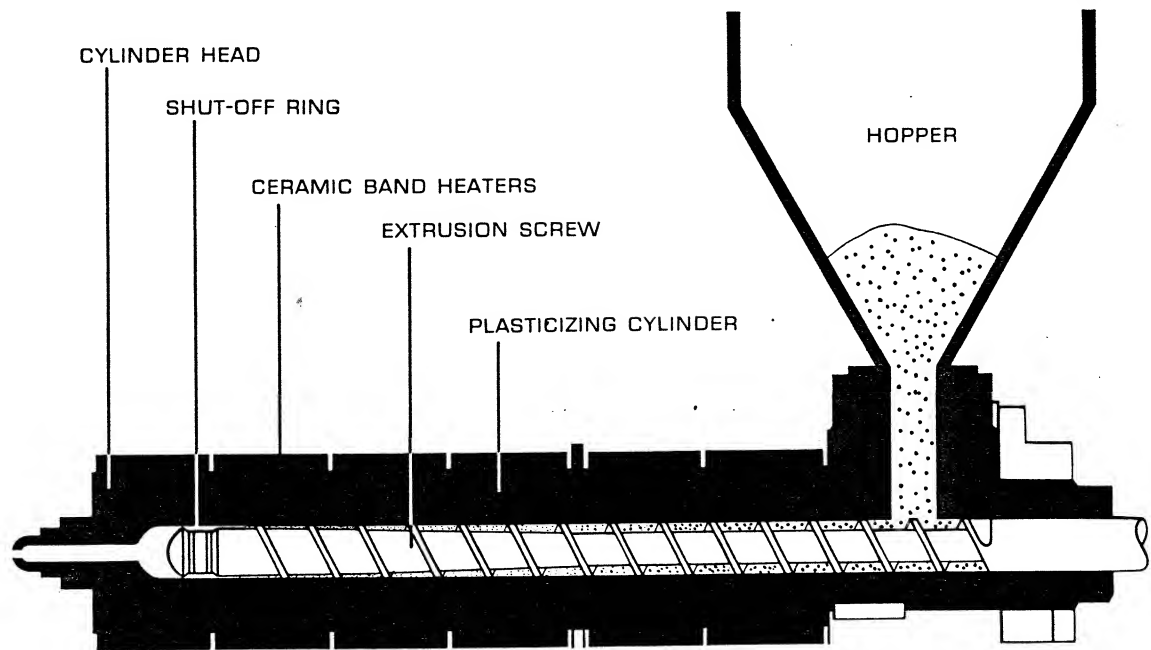
become more intricate, the pressure simply isn't high enough to force the plastic into all parts of the mold.

About eight years ago German molding engineers began experimenting with various ways of melting the plastic that would eliminate the faults of the plunger-type molding machine. The method they developed incorporated the principal of an auger feed. Instead of pushing the plastic between two unevenly heated surfaces, the engineers

of these revolutionary molding machines. The Parker Pen Company received the second screw-type molding machine produced in this country.

When the machine arrived at Arrow Park two years ago, it was immediately put into operation by Parker's plastic molding experts. Since that time, the Molding Department has added three more of the new molding machines.

"Screw-type molding machines are still in



The plastic granules entering the plasticizing cylinder of a screw-type injection molding machine are transported toward the nozzle by the auger or extrusion screw. The screw retracts as the plastic is fed forward and acts as a plunger when enough material has been melted for injection through the nozzle and into the mold.

theorized that by feeding the material into the heating chamber with a long screw, the plastic would not only mix but would also absorb the frictional heat generated by the rotating screw.

The idea was refined, spread throughout Europe and eventually made its way to the United States. As molding machine manufacturers began production of the new device, many progressive U. S. firms eagerly awaited the opportunity to purchase one

their infancy in the United States," says Norwegian-born and European-educated Willy Tychesen, foreman of the Molding Department. "Although we are still experimenting with them from a technical viewpoint, we do know they are economically superior to the plunger-type machines."

After only two years of operation there are several savings that are undeniably apparent. One is the complete absence of cylinder corrosion. With the old fashioned plunger-

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er-type molding machines, the plastic tends to "hang-up" on joints and irregular surfaces and also glue itself to the unevenly heated cylinder walls. These deposits slowly corrode the walls of the expensive cylinders making replacements necessary.

Due to the lower operating temperature, the straight-through cylinder design and mixing action of the screw, cylinder corrosion is rapidly becoming an expense of the past. Savings have not only been realized in longer cylinder life but also in reduced tool room costs and increased production time.

The "hung-up" and glued-on plastic creates another problem with the old machines. When different colored parts are produced, the molding machine must be purged. (The old color plastic is forced out by the new plastic until absolutely no trace of the previous color remains.) With the plunger-type machines, as much as 70 pounds of the new material and four to five hours of an operator's time have been used to clean out the old color.

The plastic used during the purging operation is scrapped because it is a combination of the old and new colors. With the price of plastic 60 to 70 cents a pound, the purging process is a costly one.

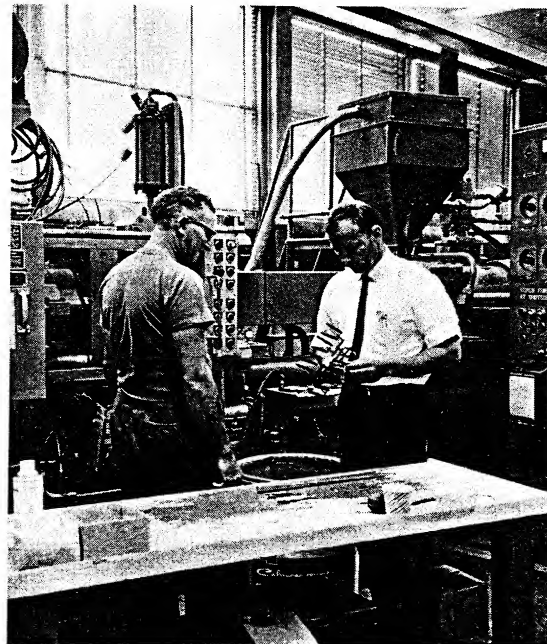
But the screw-type machines have reduced the cost of purging tremendously. With a straight-through cylinder and small inventory of plastic, purging a screw-type machine is a ten-minute job that seldom requires more than five pounds of material.

The key feature of the new machines, the rotation of the screw, also results in the more effective melting of the plastic. This reduces the time required to inject plastic into the mold creating a more rapid molding cycle.

"The screw-type machines not only operate at a faster rate," says Tychesen, "they also do a more efficient job in general. Pressure losses are negligible; when 20,000 p. s. i. are applied at the back of the screw, the

same pressure is present in the mold. This is contrary to the plunger-type machines where pressure losses of 50 to 70 per cent are frequently observed. Because of these favorable characteristics, the screw-type machines allow us to mold more complex parts, waste less material and manufacture more parts of higher quality."

Parker still has six of the plunger-type injection molding machines, but they all have limited applications compared to the newer units. Although the cost of converting is relatively high, the resulting savings and increased quality has assured the screw-type injection molding machine a dominant position in Parker's production of highest quality writing instruments.



Production Foreman Willy Tychesen and Molding Machine Operator Art Marquardt inspect a group of plastic parts during a day's operation in the Molding Department. Whether the part is a Jotter barrel or an intricate collector, the same exactness and quality is always demanded.

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Brazil's New Government

In Latin America, where new governments are often formed in rapid succession, a fine writing instrument is always appreciated. And when Brazil's new cabinet "signed in" last spring, the officials used the finest—fountain pens by Parker.

President Castello Branco was elected by the Brazilian Congress to serve the remaining term of ousted President Goulart. The

President took office April 15 and pledged his government to an economic reform "striving for development without inflation."

With confidence for an era of prosperity and stability, the new government was sworn into existence. At an informal ceremony the President and his ministers signed the official documents and in every instance the pen was a Parker, the symbol of integrity the world over.



Brazil's President-elect Branco makes his title official with his Parker "51".

A Little Girl Joins A Big Program



Pretty 11-year-old Kathy Nichols, the niece of an American Greetings Corporation employe, is one of more than 300 who responded to that firm's promotion of the Parker International Penfriend Program.

American Greetings actively endorsed the Penfriend Program by encouraging employes, their families and anyone in the Cleveland area to participate. The greeting card company, a

strong advocate of friendly communications, distributed International Penfriend registration forms to employes and children in grade schools and high schools.

Kathy can't quite reach her new pen pal's home, Greenland, but her letters will. She chose that northern island because she "wants to know how people live in the cold all year-round."



SHOPTALKER

DECEMBER, 1964

FOR PARKER PEN PEOPLE



COVER STORY

Not since 1956, when the famous 61 was marketed, has The Parker Pen Company introduced a new top-of-the-line product. The 61's successor is the exclusive Parker 75, the new hallmark of quality in the writing instrument industry. Read about it on page 12.



SHOPTALKER

Aiming for the "Big Board"	2
Back-to-School at Parker	4
Parker Salutes its Penfriends	6
Building Business	8
Parker's Challenge	12

SHOPTALKER-IN-SOUND is located between pages 8 and 9. Listeners will hear on-the-spot reactions of visitors to the World's Fair and what they thought of the Parker Pavilion, the International Penfriend Program and Parker pens. Narration is through the courtesy of WCLO's Alan Rothman.

SHOPTALKER-IN-SOUND, a heavy vinyl disk, is perforated at the binding and should be torn out and treated like a conventional record.

Aiming for

The Parker Pen Company's application for listing on the New York Stock Exchange was approved by the stock exchange's Board of Governors on Nov. 12, 1964. Although there is a 30-day wait for a final "OK" by the Securities and Exchange Commission, company officials anticipate trading in our "PKR" stock to commence on the New York Stock Exchange on December 14, 1964.

"What's so special about being listed on the 'Big Board'?" you might ask.

For Parker, or any other company whose stock is traded on the New York Stock Exchange, being listed on the "Big Board" means being an official member of a select financial community. Only some 1200 U. S. corporations have this distinction.

The New York Stock Exchange is the world's largest securities market place and a company listed at this market where business shares are traded, exposes its stock to the largest and most active field of investors ever assembled. This, in turn, means that the company's name takes on new prestige among investors, brokers or anyone interested in finances.

"If it is such a big deal, why aren't more companies listed on the exchange?"

To be listed on the New York Stock Exchange, a company is expected to meet certain qualifications and be willing to keep the investing public informed on the progress of its affairs. Each applicant, like Parker, is examined for "... the degree of national interest in the company, the company's relative position and stability in the industry and whether it is engaged in an expanding industry."

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ors more specifically requires applicants to demonstrate a minimum net earning power of \$1.2 million annually, basic net tangible assets of \$10 million and at least 600,000 common shares of publicly held stock among not less than 1500 holders owning 100 shares or more.

When Parker announced its recent re-capitalization program, two important changes were made to prepare the company for approval by the Board of Governors. All "A" and "B" shares of stock were reclassified, authorized capital increased to 2.5 million shares of common stock and the stock

was split on a 4-for-3 basis increasing the number of shares by 25 per cent.

Now Parker is expected to join industrial giants like American Telephone & Telegraph, the world's largest corporation with 500 million shares of stock selling at nearly \$70 per share and U. S. Steel, leader of the nation's most basic industry.

These well-known firms, plus hundreds more, influence every field of commerce and industry. It is only fitting that the writing instrument industry be represented on the New York Stock Exchange by its leader —The Parker Pen Company.



The pulse of the Nation's economy is located here on the vast trading floor of the New York Stock Exchange. Parker's stock is expected to make the "Big Board" December 14, 1964 when it will be the first stock of the day to be traded.

Back-to-School at Parker

The distant bells tolled five, the second hand swung past twelve and the doors yawned. The daily exodus had begun and weary workers scurried into the twilight and towards family and relaxation.

In this crowd of homeward-bound Parker employes there are an inconspicuous few, usually lugging overstuffed briefcases, who will not be able to relax or leisurely prepare themselves for another day of business pressure. These are Parker's back-to-school employes — ambitious individuals who have realized the importance of continuous education. They are bound for the classroom or library and a long evening of studying grey pages and rubbing burning eyes.

Education is important to these people. They recognize it as an opportunity that aids the development of more valuable members of society.

Technical Director Fred Wittnebert, explaining this importance in scientific terms, says: "The half life of technical knowledge is about ten years. This means that half of the information taught to a person a decade ago has been rendered useless by recent discovery and development. In the next ten years, half of the information that is left will also become non-essential. But continued education offers the student a refresher in his specific field and prevents him from becoming obsolete."

Many people seem to agree with Wittnebert as this fall the number of back-to-school employes from the Technical Division has hit a new high. Paul Johnson, Chief of the Plastics Lab, is continuing his pursuit of a master's degree by taking a course in

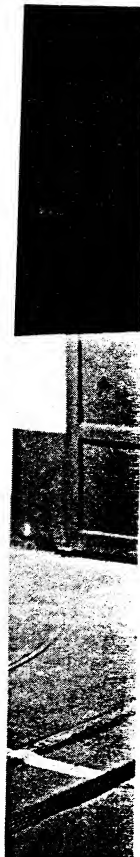
advanced organic chemistry at the University of Wisconsin. Gerald Herold, a Process Development Engineer, is also working toward his master's by taking a course in advanced chemical engineering problems at the U. of W.

Joseph Branks, another member of the process development team, is also closing in on his master's degree at Beloit College by working on a course in advanced mathematics. Charles Fatino, of the Research Department, is preparing for his master's thesis with library work. He will begin formal class sessions next semester.

Michael Burg, one of Parker's younger technicians, is working for his bachelor's degree at Milton College and is currently taking a course in college mathematics. Model makers Ken Kelsch and Ole Holman are participating in the U. of W.'s correspondence program while fellow model maker Chuck Allen and draftsman LeRoy Sands attend classes at Janesville Vocational School.

Research Department secretary Betty Richter is currently taking University of Wisconsin correspondence courses in chemistry and memory improvement.

The learning process can also be stimulated by teaching as several Technical Division employes have discovered. Research Department employes Forest Beck and Robert Kuranz are again teaching chemistry and microbiology, respectively, to student nurses at Mercy Hospital and model maker Carl Klawitter is giving instruction to machine shop pupils at Janesville Vocational School.



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Paul Johnson (left) and Joseph Branks exchange words of encouragement and prepare for a night of learning. Behind them fellow employes hurry home through the twilight.

"There are several reasons why The Parker Pen Company actively endorses the idea of its employes returning to school," comments Wittnebert. "The most practical is based on the advantage of improving the quality of a known (our employe) rather than hunting for someone better on the outside."

Coupled with this is the fact that Parker, as a booster of additional education, is a more attractive place to work. The aggressive college grad doesn't want to quit learning just because he has a full time job. Desirable employes choose a company that encourages education and Parker is one of these companies.

Temporary incentive for back-to-school

employes is the anticipation of that fleeting feeling of success when the goal has been reached. Educational accomplishments represent a willingness to take on responsibility and when this added work has been completed, the ambitious are able to bask in the glow of their accomplishments — the open endorsement of scholars and the good-natured envy of friends.

But the primary reason why most Parker Pen people pursue additional education has little to do with group recognition or company policy. It is based on the individual's realization that by continually upgrading his intellectual resources, he becomes more valuable to his community, his employer, and his family.

Parker Salutes Its Penfriends

Portraits by one of the country's finest artists were presented to every 100th person who registered for an International Penfriend at the Parker Pen Pavilion on Parker Pen Day, Aug. 28.

Emery Clarke, instructor at the Famous Artists School, Westport, Connecticut, painted and sketched the likenesses of 11 visitors—men, women, boys and girls—from New York, New Jersey, Illinois, Pennsylvania, Massachusetts, Missouri and Maine. The portraits were given to the lucky visitors.

"The gifts were in honor of, and to thank, the 110,000 Americans who have been linked with families in more than 100 countries as part of the International Penfriend Program," said Parker President Daniel Parker. "We are delighted that Mr. Clarke captured and preserved the warmth and enthusiasm of the penfriends."

Drawings by Emery Clarke have appeared on the covers of such well-known magazines as LOOK, LIBERTY, SATURDAY EVENING POST and THIS WEEK. His sketches on Parker Pen Day were of . . .



. . . a high school freshman



. . . a metal worker from Erie, Pa.



. . . a Kansas City bookkeeper



. . . a postal employe from Philadelphia



. . . a 5th grade girl from Philadelphia



. . . a Shorthills, N. J. high school senior

Is



... a high school freshman from Maine



... a New Lebanon, Ohio housewife



... a college boy from Chicago



... a high school senior from Erie, Pa.



... an 8th grade Korean girl now living in Missouri



... a Long Island, N. Y. 4th grader



... a high school senior from Philadelphia



... a Lincoln, Mass. housewife

... a Shorthills, N. J. high school student

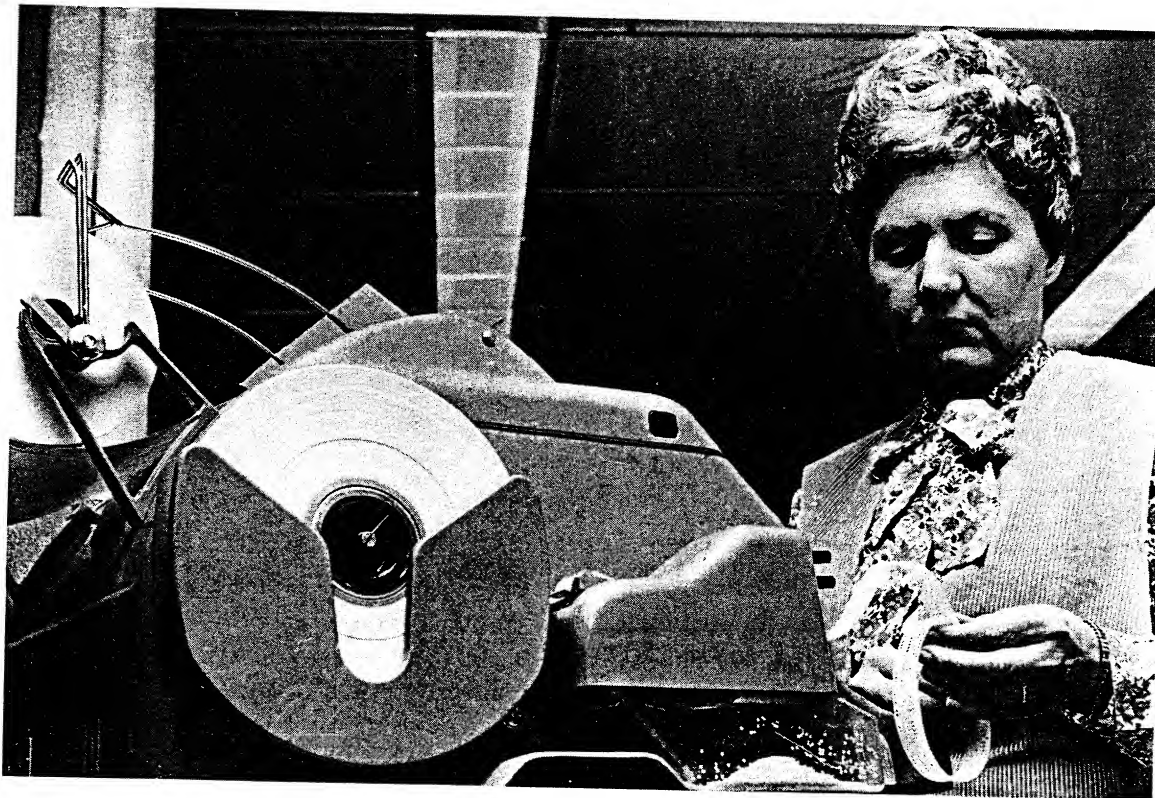
Building Business . . . Automatically

In virtually every industry, an old timer can remember the day when a particular operation used to take longer and wasn't done as well as present day procedures. At The Parker Pen Company, one obvious example of increased efficiency occurs in the order processing department.

From the Lucky Curve days of George S. Parker until just four years ago, orders received from salesmen were handled on an

individual, one-at-a-time basis. When a sale was made for six Duofolds, the salesman wrote it out in longhand and mailed his request to Janesville. The order, delivered to the Parker office, was typed out in duplicate; one copy was a packing list, the other a shipping copy.

It sounded simple but many orders were never filled just because the salesman, in his haste, had scribbled instructions that



Rozellen Entress has just signaled the Parker San Francisco office and the day's orders are being transmitted to Janesville. The orders, in the form of perforations in a paper tape, are received daily.



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In 1960 end and handling improved processing, called known. A punch machine order processing toise-to-hand and slow

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Many orders still come to Janesville on old fashion order blanks. Parker keypunch operators convert these orders from handwritten messages to coded IBM cards ready for computer processing.

were impossible to decipher. More orders were delivered late because of the seasonal rush that occurs every autumn.

Letters from salesmen piled up so rapidly during peak seasons that it was common for an order to remain buried for eight days before it was opened. Even then, it took another nine days to complete the processing and send the merchandise on its way to the dealer. By the time this 17-day wait was over, dealer patience was sometimes exhausted and shipments were refused.

In 1960, "the good old days" came to an end and Parker began to shift its order handling from custom processing to automated processing. Electronic data processing, called EDP for short, made its presence known. A computer was installed, key punch machines were set up, and the whole order processing department began a tortoise-to-hare transition from the awkward and slow to the accurate and nimble.

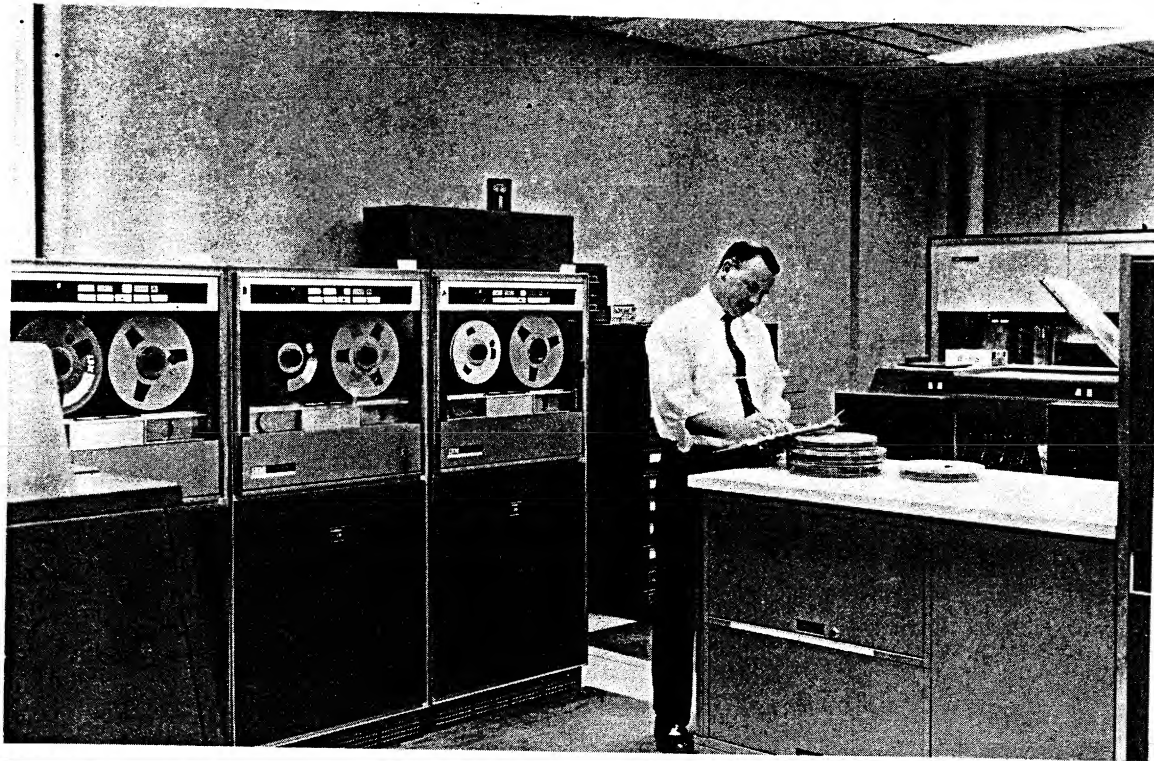
The typical Parker order of the jet age can originate anywhere. In Tacoma, Washington, a Parker account manager might have just sold a dealer a dozen Parker 75

pens. The salesman enters the number "12" in the proper column on his specially prepared order form and mails it to his nearest branch office (in this case, San Francisco).

The order for the dozen 75's, and all the other orders from account managers in the western United States, is coded,



Coded tape passes through a machine that transfers the perforations to IBM cards. Margaret Osmond checks this operation that prepares the orders for processing in the computer.



Whirling tapes and a science fiction hum highlight the heart of Parker's electronic data processing — the computer room. Operator Gene Boyd checks computer performance as the electronic genius processes the day's orders.

punched into paper tape and transmitted to Janesville via a Western Union Telex machine. At the home office, just seconds later, an exact copy of the tape punched near the Golden Gate is sent to the computer room on the third floor of the Court Street building. The information, transferred onto IBM cards, is fed into the IBM 1401 computer.

At this stage the order from our "AM" in Tacoma is disguised as a card riddled with meaningless holes. But, each hole means something to the computer and it interprets them with lightening-like reflexes.

One series of holes tells the computer to "remember" the dealer's address, discount, shipping policy, as well as the salesman's commission, territory and any other special consideration. Then the computer,

again following the orders of the punched card, determines that the order is for 12 Parker 75's. The price of the 75's is computed and the dealer's account with Parker is consulted to determine if he already owes the company for other merchandise. If so, the computer checks to see if he is delinquent in payment, over his credit limit or in any way questionable. If he does not pass these checks, the order is referred to the credit department for special treatment.

All "go" orders, such as the one for the dozen 75's, are printed onto a shipping advice by the computer, gathered by the second shift operator and sent to Arrow Park the following morning to be filled. Later the same day the orders are boxed, addressed and mailed out—a scant 24 hours after the sale was made. It is then only a short time before the dealer has his 75's

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When electronic data processing arrived on the scene, it made the old system obsolete. Was it going to make the employees obsolete too? Quietly, but with great determination, these Parker Pen people said "no" and turned to the task of adjusting to the change.

As the mysterious equipment was moved into place and the complex circuitry connected, instruction began. Nearly everyone was forced to learn how to perform his job all over again. Conventional accounting and bookkeeping procedures were cast aside, supplanted by a spaghetti-like maze of wires and the mechanical perfection of mindless monsters.

Ledgers and T accounts were things of the past in the modern age of EDP. The latest words were "magnetic tape," "IBM

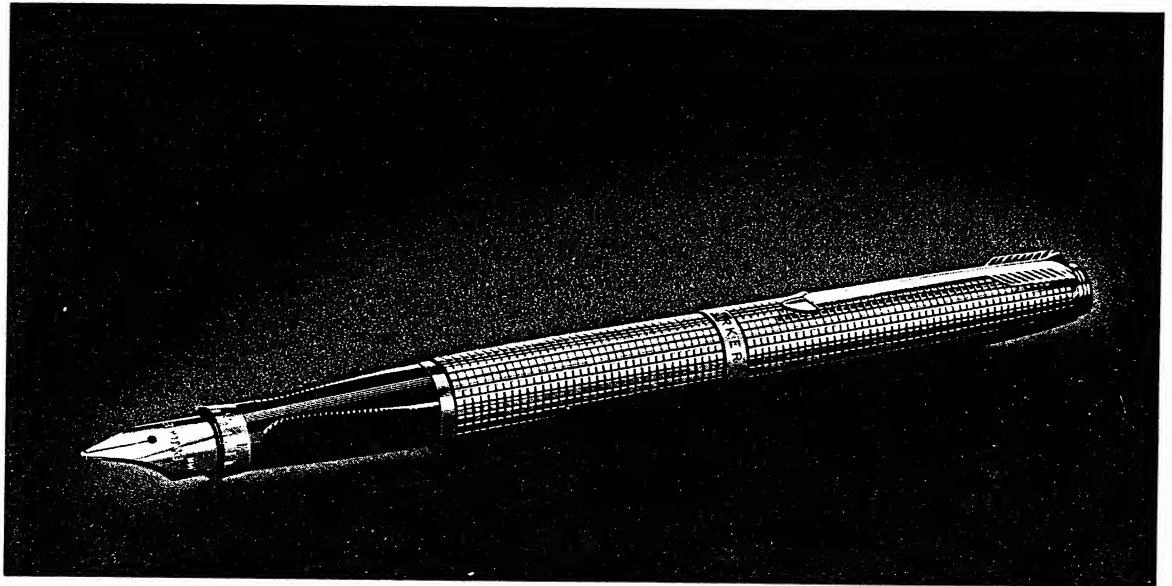
cards," and "disk pack." Electronic data processing was an efficiency expert's dream but it took a determined group of Parker employees to press the new system into operation.

Parker orders, now processed 16 times faster than a few years ago, have been a boon in many ways. The big advantage is, of course, the time element for it is impossible to estimate the added sales generated by the rapid delivery feature of this system.

Data processing has completely eliminated the illegibility, costly delay and vast backlog of orders and has made every one count. Without EDP, Parker Pen sales would sag, production would slow down and our entire operation would drift behind in our whirling economic world. With it, Parker adds an additional note of confidence to its claim as the world's largest pen maker.



The final step of order processing occurs nearly two miles from Parker's data processing center. At Arrow Park, computerized instructions printed on a shipping advice are followed by Louise Koch as orders are filled the day after they are made.



Parker's Challenge

The Parker 75, new top-of-the-line product of The Parker Pen Company, has been introduced. It occurred October 17, 1964 when sophisticated "teaser" advertisements announced, but did not show, the Parker 75.

Almost simultaneously, Parker's publicity effort got underway. Descriptions and photographs of the silver and gold masterpiece were picked up by hundreds of newspaper and magazine editors and the facts relayed to millions of readers.

This was followed by a full-scale ad campaign launched in NEWSWEEK, NEW YORKER, HOLIDAY and NATIONAL GEOGRAPHIC suggesting that readers "Give the Parker 75 . . . in solid sterling silver."

The 75 actually came into existence months before this obvious activity. To meet the anticipated demands for this richly

crafted fountain pen, Arrow Park began production in mid-March, 1964, turning out 159 75's daily. Then, as the introduction date neared and Parker account managers prepared to swing into action, quotas were stepped up and production increased to approximately a thousand perfect pens daily.

Now the 75 is appearing on pen counters across the country, retailing for twenty-five dollars plus tax and reports from all six Parker sales regions indicate that it is selling well. Not every time does this measure of optimism follow the introduction of a new product, especially when that product challenges the buying habits of America. But in this case the consumer appears to have accepted Parker's challenge as more and more people decide to spend more money for the very best pen—the Parker 75.